

NATIONAL REAL ESTATE and BUILDING JOURNAL



What Do Builders Say About Architects? — see page 28

AUGUST ★ 1950

* Nu-Style

MULTIPLE-USE CABINETS

...for Kitchen
...for Laundry
...for Bathroom



NU-STYLE FOR BEDROOMS

Ways to utilize wasted space is a "must" with every thrifty homemaker.

The sky's the limit when it comes to the number of possible uses and arrangements of these sectional cabinets, in bathrooms, bedrooms, storage walls or dens as well as in the kitchen.



NU-STYLE FOR DENS



NU-STYLE FOR STORAGE WALLS

For Cabinets that are flexible in use, in color finish, in installation simplicity and that fit any size or shape of room, select Nu-Style Multiple-Use Cabinets.

Comparison proves why Nu-Style Cabinets excel!

1. An exclusive Nu-Style feature is the door with "the Famous Profile" in perfect harmony with latest ranges and refrigerators.
2. Nu-Style is the strongest cabinet made... drawers are dovetailed. Solid standards are 1/2" thick and the frame is mortised.
3. Nu-Style Cabinets can be scribed or sawed to join plastered surfaces.
4. Nu-Style can be enameled any color or finished in natural wood.
5. Nu-Style Cabinets are produced by experts trained in latest scientific manufacturing methods.
6. They are made from thoroughly seasoned, Kiln-dried Ponderosa Pine... the best base for a wide variety of finishes.

Nu-Style Cabinets are distributed throughout the 37 Eastern States. Write for name of the nearest distributor.

CARR, ADAMS & COLLIER CO. Dubuque, Iowa

BILT-WELL
WOOD + WORK

"NU-STYLE CABINETS are 'BILT-WELL' PRODUCTS, nationally known for fine quality."

Also manufacturers of Superior Unit Wood Windows • Exterior & Interior Doors • En- trances • Shutters • Clos-tile Casements • Carr-dor Garage Doors • Basement Unit Windows • Louvers & Cable Sash • Break-fast Nooks • Combination Doors • Screens & Storm Sash • Corner (China) Cabinets • Gli-dor Cabinets • Ironing Board Cabinets • Mantels & Telephone Cabinets • Multiple- Use & Linen Cabinets • Stair Parts.

"Electric ranges mean easier renting,"

says Mr. Geo. V. Ginger, of the L. & L. Building Corporation, Indianapolis, Indiana

"We equip our rental housing units with Electric Ranges because the public wants electric appliances," says Mr. Ginger. "Tenants like the cleanliness and economy of operation. We like the greater ease of installation." Builders the country over are having the same experience, are installing modern Electric Ranges because it pays to do so.



During the past year, this company has constructed 540 rental housing units in the City of Indianapolis, and has equipped each with an Electric Range. This had been done previously in other projects, with pleasing results. The houses now being built are "doubles" like that shown above.

This kitchen of an L. & L. double house shows at a glance why these rental homes are so attractive to tenants. The kitchens are scientifically designed, beautifully decorated, completely equipped, and as to the range—of course . . . it's ELECTRIC!

EQUIP
YOUR HOUSES WITH
ELECTRIC
RANGES



ELECTRIC RANGE SECTION, National Electrical Manufacturers Association, 155 E. 44 St., New York 17, N. Y.
ADMIRAL • COOLERATOR • CROSLEY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • UNIVERSAL • WESTINGHOUSE

Whether you build one house a week...
OR 1,000 A YEAR...



National **HOMES** offers the *MOST* to Dealer-Builders!

Since August, 1949, National Homes has doubled its number of dealer-builders. Why? Because our houses yield greater profits to dealers. AND because our strategically located plants at Lafayette, Indiana, and Horseheads, New York, offer the utmost in uniform quality and dependable

deliveries. AND because trained field men help solve dealer problems of financing, selling, erecting. AND because we back up our dealers with color ads in leading magazines — the most powerful national advertising program in the housing field.

Investigate NOW. Your area may still be open for dealership! Sound financial resources required.



Send for Booklet
"Amazing Opportunities
for Dealer-Builders"

Illustrated with 60 photos of National Homes: factory scenes, features, projects, interiors and exteriors, floor plans. The dramatic facts about the Nation's Largest Producer of Prefabricated Homes. Send for it today.

NATIONAL HOMES CORPORATION • Lafayette, Indiana
EASTERN PLANT . . . HORSEHEADS, NEW YORK

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He's on your staff but not your payroll

It was a tough heating problem. But the builder who faced it knew of a proved source of engineering aid on heating. And the Bryant distributor brought in the answer.

Yes, Bryant distributors welcome such opportunities. Complete and thorough factory engineering assistance is at their call. Thus, thinking of the industry's largest staff of gas heating engineers becomes an extra Bryant service for builders from coast to coast.

Other plus factors of the Bryant program are the opportunity of getting most everything in gas heating equipment from a single source . . . a near-by distributor with adequate warehouse stock . . . a nationally famous brand name that clients recognize for its quality.

If you are one of those builders who likes to get *more* than just the product when you put it into your homes . . . *check with Bryant!*



The most complete line of gas heating equipment in the nation

Bryant Heater, Dept. 275,
17825 St. Clair, Cleveland, Ohio
() Send me the new booklet that tells
the Bryant story. () Have your distributor call on me.



Name _____
Company _____
Address _____
City _____ State _____

They'll beat a path to



THIS PHOTOGRAPH was taken on opening day at the Stratford Acres Model Home in Stratford, Conn. A G-E Kitchen-Laundry was featured . . . and included in the purchase price of the house.

From all over America come similar enthusiastic reports from builders who have installed G-E equipment.

Not, too, can include G-E Kitchen-Laundry equipment in your homes for as little as \$4.80 a month under the "Packaged Mortgage" Plan.

Why not install General Electric equipment in *your* homes, and watch home buyers beat a path to *your* door?

General Electric offers you all this :

- Tested merchandising programs that have helped so many other builders enjoy phenomenal sales results.
- The brand of electrical appliances that people prefer to all others.
- One source of supply for matched equipment . . . a full line of cabinets and appliances.
- Assistance in designing and improving kitchen layouts for your houses.
- And most important: G-E equipment is world-famous for its dependability! Why not let G-E help pre-sell *your* houses?

You can put your confidence in—

GENERAL  **ELECTRIC**

your door every time!



George Decker and Oliver Martin of Stratford, Conn., built their model home with a completely equipped General Electric Kitchen. Although other new homes near by were not selling, all fifty of the Stratford Acres homes were sold within 48 hours!



Here's how the Bridgeport Telegram, Bridgeport, Conn., reported the model home event the next day:

"An estimated 8100 persons visited the Stratford Acres Homes Model Home on Greenfield Avenue, Stratford, yesterday afternoon, and all 50 homes planned by the firm already have been sold . . . the home sells for \$10,500."

Offered under "Packaged Mortgage" Plan

"Builders of the homes report that this is the first large-scale

housing development in this part of the state to offer an all-electric kitchen fully equipped under a packaged mortgage..."

A typical success pattern!

This experience with the General Electric equipped house is not unusual. Rather, it is *typical* of the sales miracles that are happening all over the country.

General Electric will help YOU, too!

Why not let General Electric help pre-sell *your* houses? See your local General Electric distributor, or write to the Home Bureau, General Electric Company, Bridgeport 2, Conn.

Here's the big drawing card . . .

. . . the completely equipped General Electric Kitchen-Laundry that is included in the sales price of the Stratford Homes.

This worksaving General Electric Kitchen includes: Automatic Dishwasher-Sink and Disposall®, Automatic Washer, Range, Refrigerator, Clock, and all-steel Cabinets. No wonder all 50 houses were sold within 48 hours!



Van-Packer CHIMNEY

Shipped with every
GUNNISON CHAMPION HOME



Photo courtesy of
GUNNISON HOMES, INC.

Now, *all* Gunnison Champion Homes are shipped with a VAN-PACKER PACKAGED CHIMNEY. More than ever, all prefabricators and builders are cost, quality and service conscious. That's why you'll find more and more of them adopting this economical, all-fuel chimney. It speeds job completion, cuts costs and makes the house more saleable. Immediate delivery.

BUILDERS SAVE TIME AND MONEY. Install chimney at *exact moment* it suits you best • open the cartons and *everything* is there • finish the job within 3 hours • get faster mortgage payout • pay less than for code brick chimney.

HOUSES EASIER TO SELL. You have these extra selling points for a house equipped with a VAN-PACKER Chimney: it is fire safe, listed by Underwriters' Laboratories • it saves fuel, is engineered for maximum draft efficiency • it is permanent, requires no maintenance • it meets FHA requirements.

PREFABRICATORS

Be sure to ship a complete house, chimney included. Gunnison, National, Harnischfeger, new Century Homes and many other leading makes use VAN-PACKER complete Packaged Chimneys. It is easy to ship with house.

Builders and prefabricators, discover the advantages of VAN-PACKER Packaged Chimney now. Write today for complete details. We will quote on your specifications and the number of houses you plan to build or ship. There is a distributor near you for prompt service.



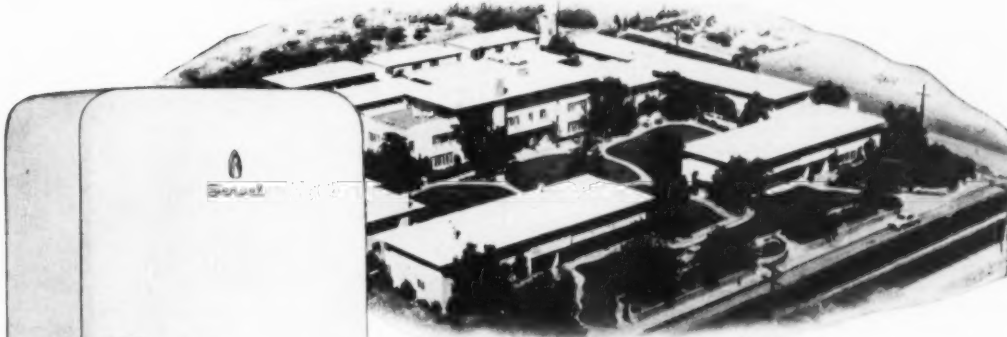
Van-Packer

CORPORATION

130 WEST ADAMS STREET

CHICAGO 3, ILLINOIS

LOW, LOW upkeep cost*



... a big reason Mr. Olden has been buying Servels since 1940

Ten years ago, Mr. B. M. Olden purchased his first Servel Gas Refrigerators. More than 100 were installed in his Red Apple and Wm. Tell Apartments, Santa Monica, California. In all the years since then, says Mr. Olden, he hasn't spent a single penny for repairs. And because of this perfect record, he decided recently to place Servels in every kitchen in Ye Olden Manor, Los Angeles (shown above). In addition to Servel's amazing record for low maintenance cost, Mr. Olden also praises Servel's operating economy... silence... and freedom from moving parts.

Worry-free performance is characteristic of Servel. The reason is Servel's different, advanced freezing system, for in a refrigerator it's the freezing system that really counts. In Servel's, there's no motor to wear; no machinery to stop and start... to grow noisy... to need repairing. Instead of pistons, pumps and valves, Servel operates simply on a tiny gas flame. This means extra years of service, without the worry of big repair bills. So if you're thinking of buying refrigerators, don't fail to compare Servel. Servel, Inc., Evansville 20, Indiana.

STAYS SILENT... LASTS LONGER

Servel
The GAS Refrigerator

*FOR EXAMPLE—

MINNEAPOLIS, MINN. "Repairs on our 44 Servels cost less than \$10 in ten years."

MOBILE, ALA. "After nine years, our 398 Servels cost only 1¢ a month per unit for upkeep."

PHILADELPHIA, PA. "Exceptionally low maintenance cost over a period of nineteen years."

FOR PERMANENCE WITH MINIMUM MAINTENANCE

AT LOWEST COST...

*specify
aluminum*

Lowest in price of all rustproof metals, aluminum has additional superiorities important to all realty investment. Aluminum is non-staining ...the years merely "weather" it to greater beauty, with no need for protective painting. And aluminum's capacity to reflect up to 95% of radiant heat makes it excellent insulation, either as roofing and siding or inside walls and attic. For the latter applications, Reynolds Aluminum Reflective Insulation also provides maximum vapor barrier protection. **Reynolds Metals Company**, Building Products Section, Louisville 1, Ky.

REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS

FLASHING • ROOFING ACCESSORIES • NAILS

INDUSTRIAL CORRUGATED • WEATHERBOARD SIDING

S-V CRIMP AND CORRUGATED ROOFING AND SIDING

ARCHITECTURAL SHAPES

REYNOLDS ALUMINUM WINDOW:

Residential Casement, Fixed and Picture

REYNOLDS ALUMINUM REFLECTIVE INSULATION

REYNOLDS ALUMI-DROME

(all-purpose pre-fab)



REYNOLDS ALUMINUM

MAIL THIS COUPON

Reynolds Metals Company,
Building Products Section,
2016 South Ninth St., Louisville 1, Ky.

From the listing above, I am particularly interested in the following products. Please send complete information.

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

From Journal Readers . . .

Reader Questions Tax on Non-Cash Commission

DEAR EDITOR:

It is my recollection that you invite questions on "Tax Facts" in the *Journal*. If so, would you kindly advise your opinion on the following question:

In a real estate transaction involving the sale of a building, the broker acquires a partnership interest in the purchase. The sale price, let us say, is \$200,000 down and \$40,000 to be subscribed as follows: Partner A invests \$10,000; partner B invests \$10,000, and Partner C invests \$20,000.

Partner C represents the broker in the transaction and is entitled to a commission of \$6000 on the sale of the building, so that for his 50% partnership he actually puts up only \$14,000 in cash. The balance of his \$20,000 interest is made up from the sales commission of \$6000.

Does the broker, as long as no cash is involved, have to declare an earning of \$6000 in the year in which the sale was completed, or can this be declared when and if the property is sold and the basis of his investment for income tax purposes computed on the \$14,000 investment?

— A Journal Reader
Seattle, Washington

ANSWER: The mere fact of whether or not cash is actually involved in a transaction is not always significant, particularly as the tax laws and the courts recognize a doctrine of "constructive receipt", which in a case such as yours might be taken to mean that in effect the commission was paid and immediately re-invested again. Result — the \$6000 would be taxable income, the base of the property in case of sale would be \$20,000 so far as Partner C is concerned.

However, the applicability of the doctrine of constructive receipt to your example would probably not hold water and, in my opinion, proper tax accounting should ignore any "income" treatment of the \$6000 at this time. It should be credited against the investment, leaving a net of \$14,000 as a base against which to reckon gain or loss in any eventual sale.

It seems quite clear, in your example, that before anyone can be asked to part with tax on the \$6000 that income must be realized in cash or something similarly tangible, such as property with a definite fair market value. The partnership interest of C cannot very well be said to be such property. Hence, any income in this example cannot be said to have arisen until realized, such as from sale of the property.

Comments on Recent Issues

"The JOURNAL is one of our most valuable sources of information and is read with great interest by several members of our staff."

— Edwin S. Beall, Jr.
Watsonville, California

"I like the JOURNAL and would not be without it."

— E. A. Hammer
Waterloo, Iowa

"May I express congratulations on the content of your publication."

— Henry K. Holsman
Chicago, Illinois

"I am enjoying the JOURNAL because there are so many fine articles in it pertaining to my end of the
(Please turn to page 16)



MORE

for your money, in

MENGEL

Hollow-Core Flush

DOORS!



Installation and finishing expense leads most architects and builders to demand the extra beauty, durability, economy and sales appeal of Mengel Hollow-Core Flush Doors.

- 1 *Balanced* seven-ply construction to provide controlled reaction in changing weather conditions.
- 2 Hardwood construction throughout — stronger, more durable, free from grain-raising, more easily and economically finished.
- 3 Exclusive Insulok grid core material has inherent resiliency, cannot cause warping, nor transfer grid pattern to faces.
- 4 Greater strength. Adequate core stock surface area provides maximum gluing surface and resistance to warpage.
- 5 Precision key-locked dove-tailed joinings of stiles and rails add strength and stability.
- 6 Ready to finish. Door faces are smoothly belt-sanded. Stiles are machine-planed at factory — prefit to standard book sizes.
- 7 Fully guaranteed. Each door must meet rigid quality control standards and constant inspection throughout manufacture.
- 8 Mengel Hardwood Flush Doors are economical — no mouldings to paint — no corners to collect dirt. Smooth hardwood surfaces are less absorbent and less costly to finish — easier to clean and longer-lived.

Write for complete specifications. Use the convenient coupon.

Also see —
MENGEL STABILIZED SOLID-CORE DOORS
the finest products of their type on the market.



The Mengel Co., Plywood Division
2325 South Fourth Street, Louisville, Ky.

Gentlemen: Please send me, without obligation, full specifications on _____ Mengel Hollow-Core Flush Doors; _____ Mengel Stabilized Solid-Core Doors.

Name _____

Street _____

City _____

State _____

"Quality Homes

American Radiator & Standard Sanitary Corp.
P. O. Box 1226
Pittsburgh 30, Pa.

Gentlemen:

Last year I built ten new houses in the east section of Denver. I wanted these homes, which were designed to sell for \$22,000, to be quality homes in every sense of the word -- not only in design and construction but also in equipment and fixtures used. So I used American-Standard Heating Equipment and Plumbing Fixtures whenever possible.

From past experience I found that American-Standard products gave good service and that the use of these products made people confident that they were getting a well-built house. And I also knew that I could find the products I needed in the complete American-Standard line.

To assure the best to be had in heating I chose Standard Gas Boilers, Multifin Convectors, and Baseboard Radiant Panels. These panels under the picture windows are most attractive and efficient.

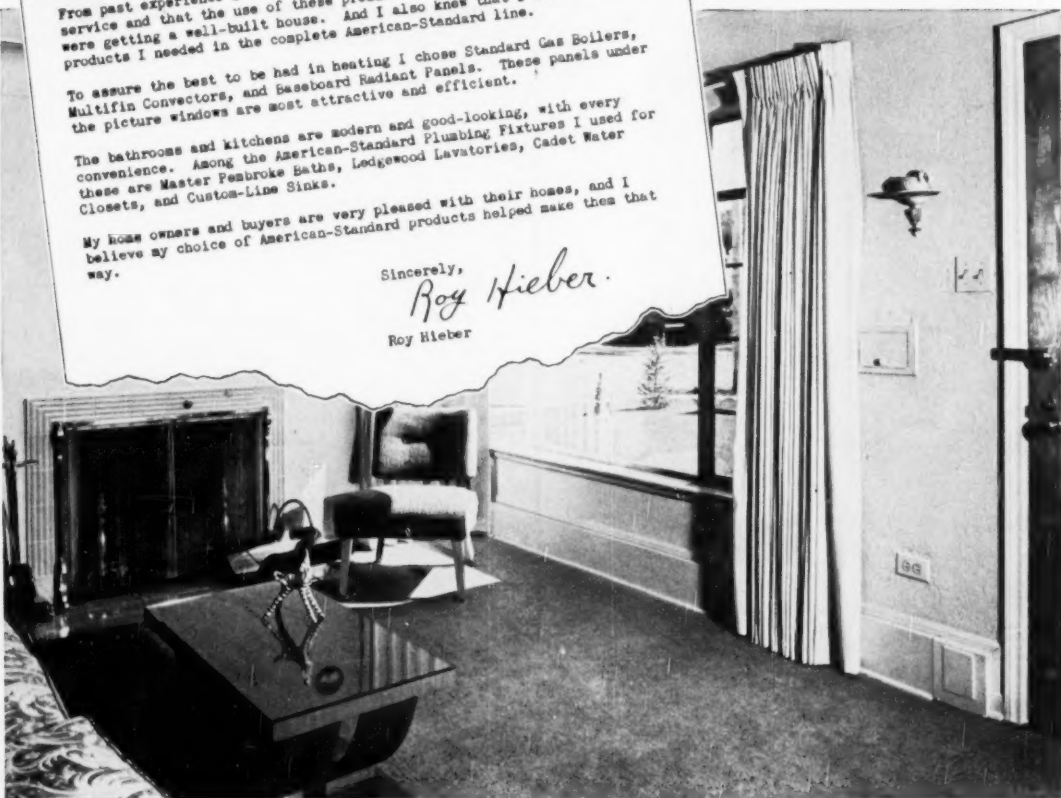
The bathrooms and kitchens are modern and good-looking, with every convenience. Among the American-Standard Plumbing Fixtures I used for these are Master Pembroke Baths, Lodgewood Lavatories, Cadet Water Closets, and Custom-Line Sinks.

My home owners and buyers are very pleased with their homes, and I believe my choice of American-Standard products helped make them that way.

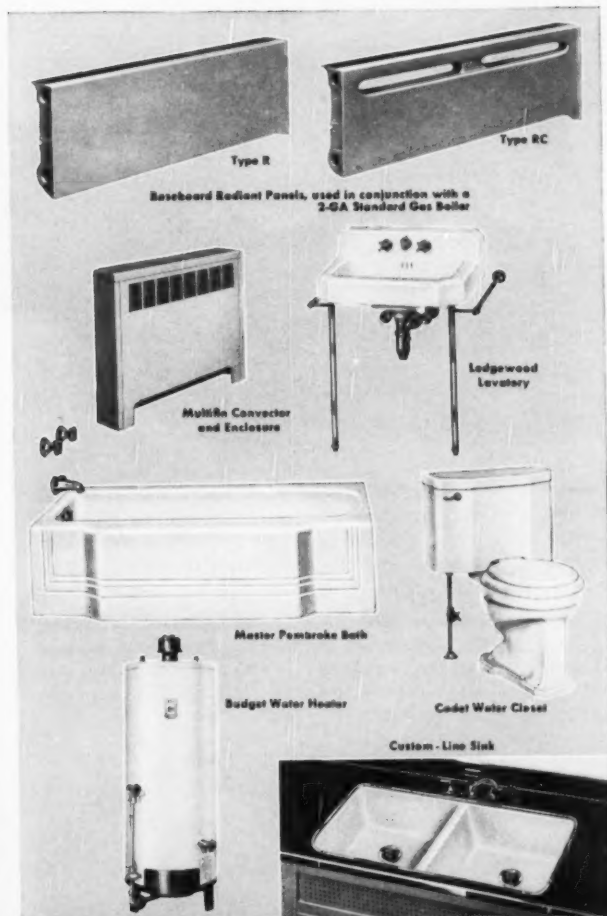
Sincerely,

Roy Hieber.

Roy Hieber



call for **AMERICAN-Standard** says Denver Builder



■ "To be sure of quality homes in every sense of the word—not only in design and construction, but also in equipment and fixtures used—I used American-Standard Heating Equipment and Plumbing Fixtures wherever possible," reports Mr. Roy Hieber, in writing about his new building project in Denver, Colorado.

More and more builders, like Mr. Hieber, are using American-Standard products to assure quality homes that will sell rapidly and that will bring satisfied customers. Because they're so widely known—for their smart styling, skillful designing, and dependability in service—the use of American-Standard products creates public confidence in the dwellings in which they're installed . . . helps make fast sales, with minimum selling expense.

You, too, will create satisfied customers when you use American-Standard products in the homes you build. No heating equipment and plumbing fixtures are better made . . . none better known. And you'll find just the products for your particular needs in the complete American-Standard line. Ask your Heating and Plumbing Contractor for details. **American Radiator & Standard Sanitary Corporation**, P. O. Box 1226, Pittsburgh 30, Pa.



AMERICAN-Standard

First in heating . . . first in plumbing

Serving home and industry

AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILERS • ROSS HEATER • TONAWANDA IRON

turn display house "prospects" into new home **BUYERS**—



Man, let's face it! Homes are going to be harder to sell one of these days. Don't get caught with your houses *up* and your finances *down* when that day comes! Beat other builders to the sale by taking advantage NOW of Mesker's New Free Merchandising Plan!

First, you install Mesker Steel Casements... top quality windows that are up to 10 per cent stronger, feature uniform quality, perfect factory fit for weathertightness, and the finest in finish and workmanship.

Then Mesker goes to work with a complete and tested merchandising plan that creates big local interest in your houses and the Mesker Steel Casements in them! Builders all over the country tell us there's nothing like it.

There's no catch to this—and it doesn't cost a cent extra. Remember, Mesker Steel Casements are competitively priced, and usually *one of the lowest cost residential windows available!* You'll be money ahead, so get all the details NOW!

MESKER STEEL CASEMENTS *popular with home buyers!*



EASY, SAFE TO WASH

from inside the house! A feature every woman loves. No stretching, no straining, no dangerous hanging out of window!



INSIDE SCREENED

... no man likes to keep painting outside screens. Inside screens easy to put up and take down, though most owners leave up year 'round!

EASY OPENING — CLOSING

with automobile-type "Mesker-Rotor" Operator. No tugging, nor straining! Especially appreciated on windows over kitchen sink.



"CATCH THE BREEZE" VENTS

Ideal when owner wants to "scoop in" the summer breezes. Lots more ventilation than possible with conventional double-hung windows!

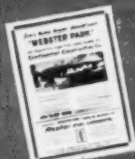


Get the window that gives you most...

Only MESKER offers you this FREE 5-Way Merchandising Plan!

Only from Mesker do you get real selling help when you buy windows... the kind of assistance that helps sell your houses faster! Once you've equipped your houses with Mesker Steel Casements, Mesker helps you with every phase of your sales job. We tell the public about your houses, tell them how to get there, call prospects' attention to outstanding features, and give them convincing sales literature to carry home. You know from experience that home buyers are looking for **FEATURES**, and you want

your prospects to know about Mesker Steel Casements, an important feature of the houses you have to sell. The whole campaign helps bring buyers to YOU, it's entirely **FREE**, and it's carried on right in your own community where it will do you the most good. Read over this plan, then send in the coupon or see your Mesker Distributor for more details. The Mesker Steel Casement Merchandising Plan is for every builder who wants to be ready for the day when he **MUST** promote features to sell his houses. Investigate NOW!



FREE—NEWSPAPER ADVERTISING
Depending on the size of your development we run newspaper ads promoting it to prospects right in your own community.

FREE—JOB AND DIRECTIONAL SIGNS



... to be strategically posted on main arteries leading to your new houses, and on the job, imprinted with the name of your project!

FREE—DISPLAY-HOUSE WINDOW POSTERS



Cleverly designed posters, affixed to your casement windows without fuss or bother, dramatically explain to your prospects why Mesker Steel Casements are America's finest!

HOUSING DEVELOPMENT, SUNTVAL, CALIFORNIA
CONTRACTOR: GLEN HENRI, Incorporated, Palo Alto, California
MESKER SALES ENGINEER: E. S. Smith, Menlo Park, California

PLUS—NATIONAL PUBLICITY



In Mesker's magazine advertising, circulated among thousands of important building industry executives.

FREE—"GIVE-AWAY" LITERATURE



For your display house visitors to take along, reminding them of your name and the many advantages of a house equipped with Mesker Steel Casements!

MESKER STEEL CASEMENTS
easy, inexpensive two-step installation



STEP No. 1

Set window in the opening...



STEP No. 2

Plumb, wedge, nail... the job's done!

"GET MESKER"!

MAIL THIS COUPON NOW!



4372 GERALDINE • ST. LOUIS 15, MO.

Please rush us, without obligation, complete information on the Mesker's Steel Casement Merchandising Plan for builders!

Company _____

Individual _____

Street Address _____

City _____ State _____

NRJ80

There are *two sides* to the Superiority of **PAINE REZO** DOORS

One is the
**3"
4** Standard
Thickness

that helps deliver
unsurpassed
rigidity and
strength:



the other is
**Dimensional
Stability**

provided by an in-
terlocking wood
mesh core that has
been time-tested and
time-proved by more
than four million in-
stallations from coast
to coast.

And both sides give you
and your customers
**An Unconditional Guarantee
of Satisfactory Service**

a product warranty backed by the
world's largest exclusive producer of
cell-type flush doors.

Is it any wonder that Paine Rezo is the door
most specified, most demanded and most insisted
upon by architects and contractors everywhere.
See SWEET'S FILE, or write directly for a data
bulletin.

Manufactured by the

PAINE LUMBER CO., LTD. Oshkosh
Wisconsin

ESTABLISHED 1853

Journal Readers —

(Continued from page 10)

business. I am looking forward to continued copies,
especially in these uncertain and trying times."

—Cyril Buhlin
Glendale, California

"At the present time we have several construction
projects underway and . . . your recent issues have
been most interesting in the building field, particu-
larly your June, 1950, 'Best Techniques for Showing
Demonstration Houses'."

—J. K. Powell
New Brunswick, New Jersey

"Cold War" Against Fires

PROSPECTS are that U. S. property owners this
year will face the most staggering fire losses in
the nation's history. Based on the statistics of the first
four months, the year's end total will be 75% more
than the estimated property damage in Great Brit-
tain during two years of blitz warfare.

Property owners should become more vigilant than
ever and acquaint themselves with all the known
facts about fire-resistant materials and improved con-
struction techniques. Unless greater precautionary
measures are taken, it is estimated that an apartment
house fire will occur once in every eight minutes
during the current year.

Regardless of the cause of a fire, of first importance
in preventing large losses is confinement of the fire
to its starting place. The fire-resistant quality of
built-in fire barriers may spell the difference between
catastrophe and safety for a property owner. Properly
built barriers can eliminate drafts through
concealed spaces and prevent disastrous flue action.

Filling voids and concealed spaces with a non-
combustible material will provide fire stopping for
walls and ceilings and will prevent flames from
mushrooming through upper floors.

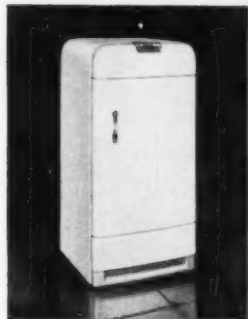
Of the many primary causes of property fires the
most difficult to guard against is careless smoking
and the use of matches. To this cause alone 20% of
all apartment fires can be blamed. It is difficult for
a property owner to guard against this hazard at all
times, but there are other potential causes of fire
against which it is possible to take positive measures.

The heating system — which is termed the second
primary cause of apartment fires — should be ex-
perts checked to see that it is functioning properly
and will not overheat with forced firing. Electrical
wiring systems should be carefully checked to deter-
mine that they are not overloaded, and these should
be installed in full conformity with existing elec-
trical codes.

Automatic sprinkler systems should be installed
wherever possible. Apartment houses, in particular,
should have at least partial systems in basements,
kitchens, storerooms, halls, stairways, elevators, and
floor openings. Air conditioning systems should be
carefully guarded with fire dampers so that air in-
takes outside a building and return air intakes inside
cannot draw in fire from the outside.

In his vigilance against fire, the property owner
is engaged in a "cold war" which never ends. By the
use of proven fire-resistant materials and methods,
owners and managers can help avert property dam-
age and the possible loss of human lives.

Look Outside! Look Inside!



Architects and builders agree that it pays to choose Frigidaire... because *Frigidaire makes a good building better*. And the makers of America's No. 1 Refrigerator stand firmly back of that statement.



You can't match a **FRIGIDAIRE** *Apartment-Size Refrigerator!*

Cut refrigerating maintenance costs by specifying refrigerators that can be depended on year in, year out, to give economical, trouble-free service. Frigidaire's Standard Model SM-60 (illustrated) has been designed to meet the particular demands of apartment and small-home kitchens. It requires little more than 4 sq. ft. of floor space, is 51 1/2" high, yet has a full 6 cu. ft. of storage capacity, 11.7 sq. ft. of shelf space and stores 16 lbs. of frozen foods.

Genuine Frigidaire quality features include new, streamlined Raymond Loewy styling—colder-than-ever Super-Freezer—acid-resisting Lifetime Porce-

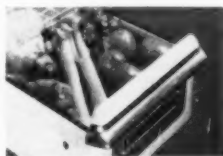
lain in Hydrator and food compartment—glass Cold Storage Tray.

See your Frigidaire Dealer for proof that you can't match Frigidaire products for apartment kitchens and laundries. Look for his name in Yellow Pages of phone book. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

FRIGIDAIRE 
America's No. 1 Refrigerator



Money-saving Meter-Miser... simplest cold-maker built. Oiled for life, sealed in steel. Economical, trouble-free.



Acid-resisting Porcelain Hydrator... keeps fruit and vegetables fresh. Slides easily, even when loaded. Plastic cover.



Double-Easy Quickcube Ice Trays... slide out instantly and release cubes with finger-touch. All-aluminum construction.

Ask for facts on these other Apartment Products by Frigidaire

Complete quick facts about the compact, low-cost Frigidaire products shown below are yours for the asking. Get in touch with your Frigidaire Dealer.

Model AM-43 Refrigerator

4.3 cu. ft. capacity—shelf area, 8 sq. ft. Ideal for Pullman-type apartment kitchens.



Model RK-3 Electric Range

21 inches wide—yet has all basic cooking facilities.



Model RM-30 Electric Range

Has new Thrifty Giant oven, yet is only 30 inches wide.



Frigidaire Water Heaters

30-to 80-gallon capacity. Round and table-top models.



Frigidaire Kitchen Cabinets

Variety of types and sizes. Individual units—yet they give kitchens a custom-built look.



Frigidaire Kitchen Sinks

Single and double sink styles. Plenty of organized storage space.



Frigidaire Electric Dehumidifier

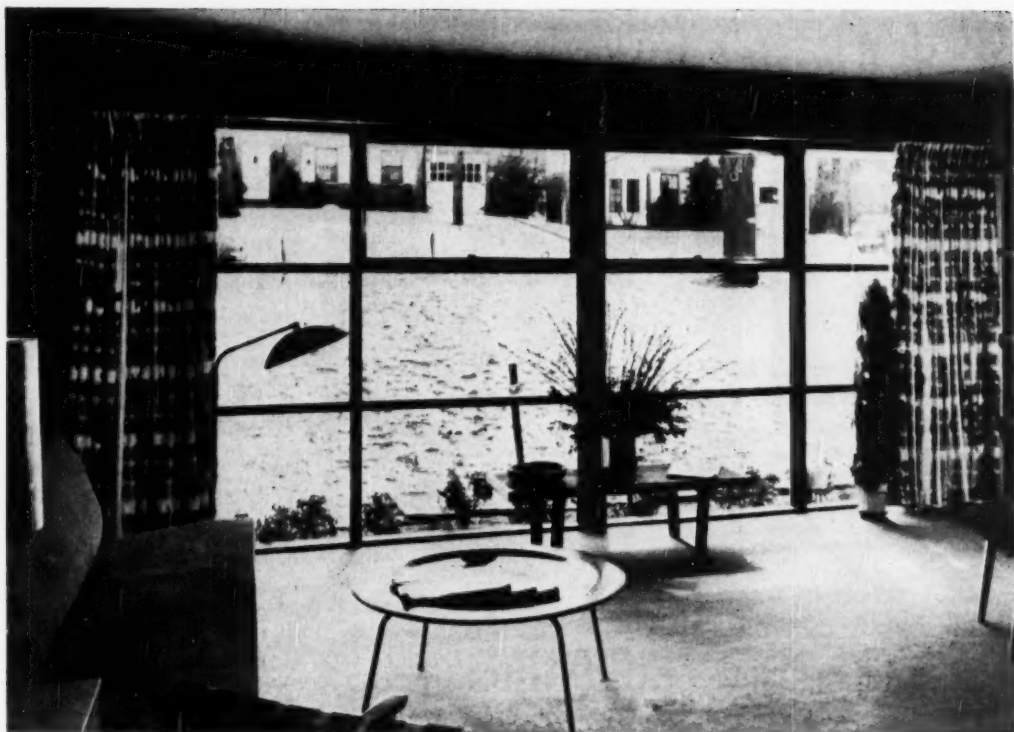
Removes moisture from air automatically. Dozens of uses. Powered by Meter-Miser.



Frigidaire Automatic Washer

Has exclusive Live-Water Action. Frigidaire Ironer and Electric Clothes Dryer are also available.





NO BUILDER SHOULD HESITATE...

"There should be no hesitation on the part of any builder, costwise, in designing Thermopane into his homes", says Russell H. Benjamin, president of the company bearing his name in Tenafly, New Jersey. "We are happy in our choice of this very practical, flexible and beautiful medium."

Like many builders, Mr. Benjamin wished to provide a feeling of spaciousness by "opening" the living room with a window wall. Knowing that *Thermopane** insulating glass increases personal comfort near windows, he went all the way and used it in all windows of 36 homes.

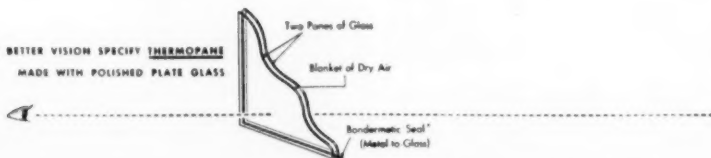
Mr. Benjamin employs a method of window wall construction which cuts material costs and man-hours to rock bottom. The *Thermopane* units are installed in dressed 2 x 6 mem-

bers which are rabbeted to accommodate *Thermopane*. The *Thermopane* is cushioned in glazing compound and held in with stops.

Other builders also have developed simple and low-cost methods for *Thermopane* installation to keep costs down. Three of these methods are shown on the opposite page.

Here's tremendous appeal to buyers—at little or no extra cost. Have you figured the benefits of *Thermopane* for your houses? •®

FOR BETTER VISION SPECIFY **THERMOPANE**
MADE WITH POLISHED PLATE GLASS



Suggested framing details for LOW-COST THERMOPANE WINDOW WALLS



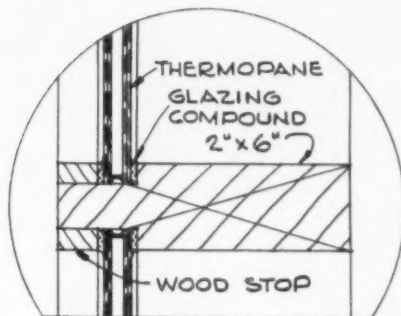
Many builders are installing *Thermopane* in economically-built window walls in which dressed dimensional lumber doubles as structural members and as frames for *Thermopane* units.

The window wall above is made of 2 x 6's with halved, notched or butt joints. This forms a satisfactory frame for the *Thermopane*, with a minimum of time and materials.

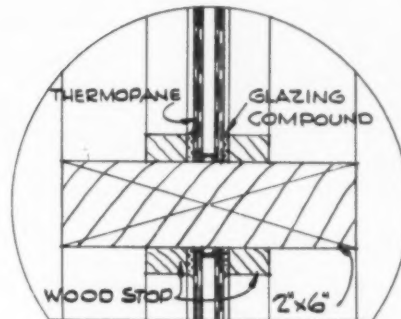
The details at right show three suggested methods of framing *Thermopane*.

Dimensions of the openings should be one-half inch larger than the size of the *Thermopane* unit to be installed. It is important that ample glazing compound be used to cushion the *Thermopane* unit. Setting blocks are required for all *Thermopane* units whose width and height combined total 80 inches or more.

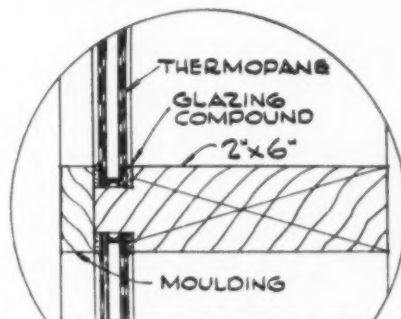
Thermopane is made in more than 80 standard sizes, as well as special sizes, to meet your design requirements economically and quickly. For complete glazing instructions, standard sizes and other pertinent data, see your L-O-F Distributor. Or write us.



No. 1—Rabbeted 2 x 6, with stops.



No. 2—Non-rabbeted 2 x 6, with *Thermopane* centered, using stops inside and out.



No. 3—Rabbeted 2 x 6, with single stop.



Thermopane

MADE ONLY BY LIBBEY-OWENS-FORD GLASS COMPANY

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THE **RUSCO** PRIME WINDOW UNIT



A durable, rust-resisting Armco Metal window unit that includes glass, screen, weather stripping, wood or metal installation members, and self-storing insulating sash (optional).

(VERTICAL SLIDE)

**ADDS SALES APPEAL
BECAUSE OF YEAR
'ROUND ADVANTAGES
...actually costs less than
ordinary window units!**

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1. Made of strong, tubular, hot-dipped galvanized Armco Ingot Iron Zincgrip, Bonderized and finished with baked-on enamel...
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ADVANTAGES FOR THE BUILDER

1. A quality product, competitive with the lowest price window unit on the market...
2. No field painting (except wood trim—when used)...
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IT WILL PAY YOU ...

to know all the advantages that Rusco Prime Windows offer. Contact the Rusco Distributor in your locality or write direct for information and specifications.



THE F. C. RUSSELL CO.

DEPT. 7-NR80 CLEVELAND 1, OHIO

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WORLD'S LARGEST MANUFACTURER OF COMBINATION WINDOWS

Knowledge = Confidence

By **CLINTON B. SNYDER**

Hoboken, New Jersey

KNOWLEDGE means confidence. Knowing what you are after, the steps necessary to accomplish it, and making people respond means smooth and sure closing.

The selling of real estate can be made very easy if cardinal rules are followed. First, always remember that in a transaction there are three parties... buyer, seller, and broker. The most important person in the transaction is the broker. He is the third party... the person responsible for the sale itself and should be the key factor in the deal.

Every deal is entirely up to the salesman, providing it has reached a certain point. He can either close it or lose it. It can be made easy or hard, depending on his knowledge of human nature, his personality, the work he puts in, and the many techniques of closing.

You can't collect a commission unless you close a transaction, and to close it you must lay the proper foundation in the beginning. Any transaction based on misrepresentation generally falls apart at title closing. It takes more time to continuously patch up and hold together a deal started wrong than if dropped and a new one started.

A good salesman always gets all information when he lists his property. All property should be qualified at that time.

Qualifying the prospective purchaser must be accomplished early in the sale. Otherwise, lots of time will be wasted, results will be poor, and the salesman will be disappointed.

There is always a key to every sale, for the buyer as well as the seller. The seller sells for reasons that affect his welfare. The buyer who is not forced to buy makes the purchase for certain human weaknesses or motives. These you must understand and pick out.

There are a number of motives, but the most important in real estate sales are: use, gain, vanity, health, safety or security, gratification of a hobby. The most important quality of the human make-up coupled with one or more of the motives is weakness... not being able to say "no". Four out of five deals are closed through the inability to say "no" to a smart, gracious, persistent salesman who un-

"PERFECT HOME IS DOING A SPLENDID JOB OF ENCOURAGING HOME OWNERSHIP"

Says Illinois Realtor

STUDENTS of language tell us there are few words more beautiful phonetically and in the mental picture than the word 'home,'" says Louis E. Beckman, realtor of Kankakee, Illinois. "Home ownership, with all the accompanying pleasures, is paramount in the minds of our people.

"I feel a great satisfaction in being in the real estate business, and I know that all the members of the staff of Perfect Home Magazine feel the same satisfaction in doing such a splendid job of encouraging their readers to home ownership.

"Louis E. Beckman & Company are proud to be a sponsor of Perfect Home Magazine."

Perfect Home Magazine is proud to pass along the plaudits of Mr. Beckman and proud, too, to be a community force — a messenger of goodwill — that is working each month to stimulate home ownership for leading real estate, home building, and home financing organizations. These blue-ribbon sponsors, like Mr. Beckman, tell us they are constantly receiving calls from persons wanting to be on their mailing list.

A magazine so attractively done, so helpful and informative that people ask to receive it, is a rarity in these days of keen competition for your sales message. We who publish this business and goodwill-getter like to think such tributes are not accidental. We prepare Perfect Home Magazine to make home ownership as interesting as it possibly can be.

Through the Perfect Home Plan, the front cover and back cover are personalized so that the magazine becomes the sponsors' own publication. Yet its scope is national.

Such quality and interest in a house publication would ordinarily be beyond the financial reach of all but the largest organizations, but through the Perfect Home Plan, editorial and other preparation costs are shared among its hundreds of users throughout the nation. Local reproduction and mailing costs are in turn spread among the selected, reliable building factors who benefit from it. Thus, costs to each participant are nominal.

For full information, address your inquiry to



**STAMATS PUBLISHING
COMPANY
CEDAR RAPIDS, IOWA**

Louis E. Beckman, senior partner in the real estate firm of Louis E. Beckman & Company, is a member of the Kankakee Zoning Board of Appeals, commissioner and vice chairman of the Kankakee County Housing Authority, former director of the Rotary Club and the Kankakee County Real Estate Board. He is also a member of the American Legion, Farm Bureau, Illinois State Chamber of Commerce, and the state and national real estate associations.



ALL 3 AGREE "Greatest Advance Ever" IN WINDOW DESIGN



SPECIAL Construction Features



Cross-Section of Frame

showing how four channels hold all sash in precise alignment.

Cross-Section of Connection Between Upper and Lower Sash

Interlocking sash provides weather-tight center joint.



Cross-Section of Sash

indicates how Karoseal replaces putty in a time-saving, cost-saving FLEETLITE window installation.

Many other construction features in this sensational new window!



Made by

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ARCHITECTS, BUILDERS AND HOME OWNERS all agree that the new FLEETLITE Aluminum Window represents the greatest single advance ever in window design and construction.

FLEETLITE is a complete packaged aluminum window, providing frame, sash, storm sash and screen as an integral unit, easily installed at one time.

Many thousands of FLEETLITE Windows have already been installed in new homes throughout the U.S. and Canada. Home owners are enthusiastic about its beauty, convenience and sturdy construction. . . . A typical comment is made by Mrs. Roy Wilhelm, 171 High Park Blvd., Eggertsville, N. Y., who writes:

"... delighted with my new Fleetlite Windows. We believe they are the outstanding feature of our new home and add so much in year around comfort, convenience and beauty."

The new FLEETLITE Aluminum Window could not be made so accurately with wood, could not be made at so low a cost with steel. Only through use of aluminum extrusions is such a revolutionary window practical.

FLEETLITE Aluminum Windows will help sell houses for you. Find out more about them today!

• See your building supply dealer, or write for descriptive literature, price information and name of nearest distributor.



derstands human nature and recognizes the motives of the buyer or the seller.

There are only four steps in a sale. You should know these steps and understand them well enough to lead your client through each one. The steps are: approach, creating of interest, creating desire, closing. Very simple, but you must go through those steps in sequence to come out with the signed contract, unless the prospect sells himself before you get there.

Closing is the important step because getting the name on the dotted line ultimately means a commission. The client, however, should never get the feeling that you are working for a commission rather than for him and his welfare.

You must be aggressive in a smooth, gracious way. Try to close when you sense desire on the part of the buyer . . . never wait for him to say "I'll buy it."

A salesman should be 90% right percentage-wise in successful selling if he knows what he is doing, understands selling techniques, and has properly qualified his clients and the property. To accomplish the know-how and put it successfully into practice, you must like to sell better than anything else. Talk, eat, and sleep real estate, or you won't be the success you should be.

The actual closing should act like a drug and should exhilarate you and each deal should be a fascinating adventure.

Always aim high to be successful. Think you are part of the most important work in the world. This confidence is transmitted to your prospect. It's magnetic. Everyone wants to do business with a successful and prosperous person.

You must win the confidence of the buyer before the sale can be made. There must be perfect understanding, absolute belief to create a want in the buyer's mind.

Window dressing is necessary. A good salesman must be a verbal painter of pictures. Always speak slowly, clearly, and not over the heads of your prospects. Never use technical terms. Always ask questions. Don't do all the talking.

When a buyer says "no" he doesn't always mean it. A real salesman never starts to sell until after he receives a "no". Always try once more to close a sale before leaving. That once more may mean the sale.

Expect success and you will get success. Expect failure and you will get failure.

Builders, Realtors Must Observe Veterans Preference Regulations

TO PREVENT the possibility of criminal and civil proceedings, builders and brokers need to be familiar with regulations in the new housing act signed by the President on June 23, 1950.

Veterans of World War II, or their families, are guaranteed first chance in the purchase or rental of housing which has been completed since June 30, 1947. Their preference period extends through the period of construction or conversion and for 30 days thereafter and for seven days prior to a subsequent re-renting or offering to non-veterans.

Three important and affirmative steps that must be taken by the owner follow:

1) Post a sign, in a conspicuous location, on the building site during construction and throughout the period of offering to veterans. This sign must contain the rent or sales price, the fact that veterans have preference, and the name and address of the person authorized to sell or rent the housing.

2) Housing not already sold or rented to veterans must be advertised in a general circulation newspaper in the community and contain the same information as that required in item 1 above. The ad must appear at least three times during the first 20 days of the preference period. An ad must also appear for two days during the seven-day period in connection with re-sale or re-renting.

3) Other steps which are customary in the community for making a public offering of housing accommodations must also be taken.

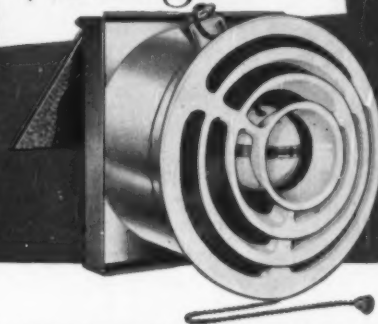
Applicable to sale and rental of new housing, conversion of existing dwellings, and prefabricated or package housing, these rules are effective throughout the United States and are not limited to areas which are under federal rent control. The regulations will remain in force until June 30, 1951. Local rent offices may be contacted for information regarding these regulations.

Where Statistics Come From



Some road signs are only noticed out of the corner of the eye and the message is soon forgotten. Realtor Dick Hall's "talking-sign" in Tucson, Arizona, can reasonably be expected to be a point of interest now with the aid of an ironic quirk of fate. The "Killed-to-date" entry, above, was upped by one shortly following the pictured automobile accident in front of sign.

YOU CAN BE SURE...IF IT'S
Westinghouse



WESTINGHOUSE NEW, IMPROVED

Poweraire*
Home Ventilator

*Clean, cool kitchens
sell homes Faster*

A clean, attractive, well-ventilated home is easier to sell. The new Westinghouse Home Ventilator Fan, with the amazing *Injector Grille*, can completely change the air in an average kitchen every **TWO MINUTES**. Now, alert builders everywhere are including the Westinghouse Home Ventilator in construction and remodeling plans.

*T. M. Reg. U. S. Pat. Off.

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**WE ARE NOT BROKERS
WE ARE HOTEL OPERATORS**

Property Well Listed Is Half Sold

By STAUNTON M. ELSEA

SUCCESSFUL listing salesmen recognize and are guided by the following facts:

1. That the owner of a property or a business never expects us to sell it for more than it is worth.
2. That an owner of a property or a business will not list it with us unless he believes it to be to his best interest to do so.
3. That owners are honest and fair-minded.
 - (a) That they are guided by the information they have.
 - (b) That they are reasonable in accepting factual information and are influenced by it.
 - (c) That people like to do business with people who take an interest in them.
 - (d) That they like to deal with the most reliable and successful firm.
4. That to the owners of properties and businesses of the types we handle, it is definitely to their best interest to list exclusively with us for six months at the market price.
5. That unless we acquaint the owner with the facilities and services of our office, ordinary and extraordinary, in a salesmanlike way, we can hardly expect him to insist on our taking his listing, and at our price.
6. That the successful salesman must do two things:
 - (a) Develop and perfect his procedures for acquainting the owners with the services we can render him; and for increasing the owner's desire to have us handle his property or business.
 - (b) Apply these perfected techniques day in and day out to hundreds of prospective sellers.
7. That normally there are three steps in securing a listing:

- (1) Thorough inspection of the property or business (with the owner, if possible).
 - (2) Agreement with the owner on the price and terms.
 - (3) Securing the owner's signature on the 6-months listing agreement.
- There are two reasons for making a thorough inspection of the property or business with the owner:
1. It is necessary that the listing salesman determine accurately the value of the property or business. If the lister does not know what the property should sell for, he cannot honestly and favorably influence the owner, and it will be only an accident if he secures a listing at the right price. A listing taken too low is dishonest and unfair to the owner.

A listing taken too high is harmful —

- to the owner
- to the listing salesman
- to the rest of the sales force
- to the office,

and for other reasons that I believe are obvious to all.

2. During the 20 minutes or so spent inspecting the property or business with the owner, you have the opportunity to get a lot of necessary information from him, and to give him a lot of very necessary information. You comment on both the favorable and the unfavorable factors. If it is a house you are listing and you start with the basement, you might discuss its size, ceiling height, lightness, layout — suitable for recreation room, etc.; beams, steel or laminated — size of joists and distance on center; size and economy of the furnace; and so on throughout the house.

You question him on the grade, high and parochial schools — churches; stores — transportation — neighbors, etc.; and certainly his reason for selling. You impress him with your thoroughness and impartiality.

At the same time, you are giving him a lot of necessary information about your firm, preparing him to want to do business with you.

The owner would not expect to employ his lawyer or his doctor for 60 or 90 days, nor would he hire two or three doctors to treat him. His doctor might call in other physicians for consultation or refer him to a specialist, and we might call on 1400 other real estate offices to cooperate with us.

In addition to informing the owner verbally of our services at every opportunity, it is generally helpful to reach him by mail with mailing lists — circulars — list of properties sold, etc.

In almost every case, if the owner is properly informed, he will feel justified in listing with us at the market price.

If he is not fully informed, the listing salesman has not done his job.

Plans Readied for National Home Week

THOUSANDS of realtors and home builders will combine forces next month to demonstrate to the public the outstanding accomplishments made in the housing industry since the end of World War II.

Despite possible curtailment of home construction, National Home Week will be observed September 10

to 17 in cities across the nation. New homes featuring the latest in design and equipment will be open to the public during the observance. Nearly one hundred newspapers will carry special sections on innovations in building products and equipment.

In many areas special events in addition to home shows, such as parades, street parties, other civic celebrations will mark the week.

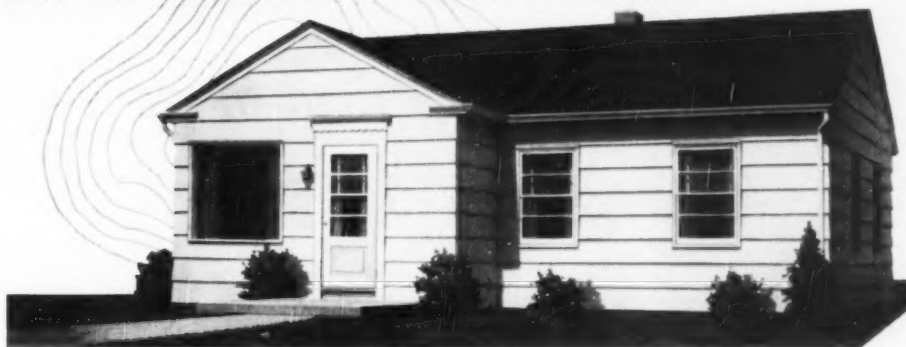
Sponsored this year by the National Associations of Home Builders, Real Estate Boards, and Retail Lumber Dealers, National Home Week will signal the completion of more than four million homes and apartments since the end of the war. The American Gas Association and the International Association of Electric Leagues are also taking an active part in the program.

Trend Toward Cooperative Apartments

STRONG demand for cooperative apartments was further stimulated to an unseasonal peak recently, following announcement of President Truman's new tax rise, according to Samuel R. Firestone, vice-president of Pease and Elliman, Inc., of New York City.

"The prospect of a substantial rise in the income tax rate," Mr. Firestone said, "has prompted many buyers to immediate action. . . . With approximately 46% of current mortgage interest and real estate tax payments applicable as a deduction from income for tax savings purposes, a further advance in tax rates would result in even greater savings to the tenant owner than heretofore."

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homes
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Build Peaseway Homes, the charm and beauty of which make any lots outstanding—saleswise and otherwise.

For facts about dealer franchises write Pease Woodwork Company, Inc., Dept. J-5, Cincinnati 23, Ohio.

CRANE

baseboard radiant heating



Uniform room comfort, with Crane Baseboard Panels. Shown: Type "RC" Panel

for any home, new or remodeled



*Crane 16 Oil Fired Boiler
ideal for use with
Crane Baseboard Panels*

Even modest homes can now have the best in heating—uniform from floor to ceiling—with Crane Baseboard Panels. Ideal for modernizing. Complete planning freedom . . . valuable wall space and space below windows may be utilized.

Two types: "R" Panels for radiant heating; "RC", radiant and convection. Crane supplies the *complete heating system* . . . for hot water or steam . . . coal, coke, oil, or gas. Consult your Crane Branch or Crane Wholesaler.

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NATIONAL REAL ESTATE and BUILDING JOURNAL

Established in 1910

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Working Together

ONE of the most remarkable aspects of the war situation is the almost-unanimous public support of the decision to make the stand in Korea. Isolationists are conspicuous by their absence. Through years of watching Communism infiltrate and despoil small nations, we have made up our collective minds that the time to join the issue is now.

That solidarity of opinion can be a fusing element in the task ahead. Whether we are to have a cold war, a warm war, or a hot war, it should be the earnest prayer of all of us that this time government, industry, and civilians can work together for maximum efficiency. That wasn't true in World War II. Real estate men and home builders, for example, tried valiantly to do the kind of wartime job needed, but their effectiveness was dissipated by a dismaying parade of government stop's and go's, yes's and no's.

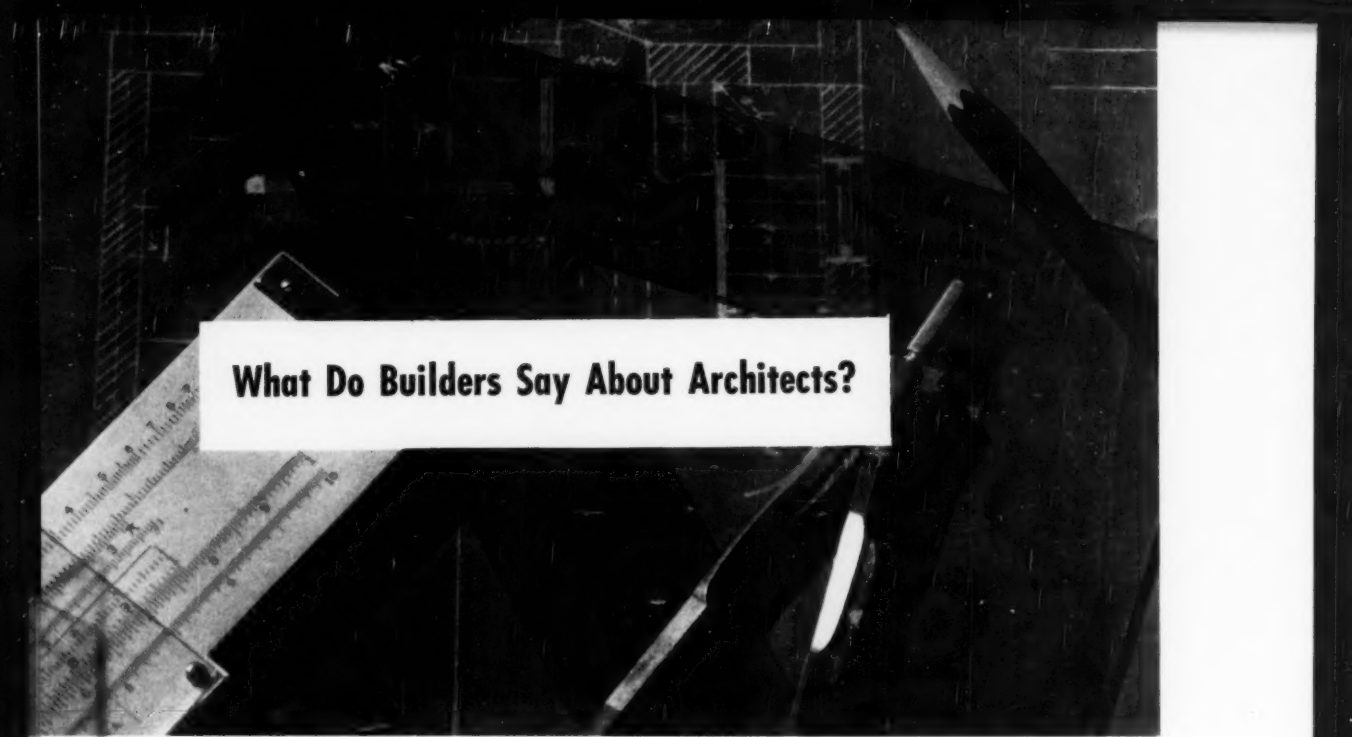
It is heartening that our approach to the present crisis has been on a different plane. Men in Washington have shown a disposition to consult with industry. But at the moment some grave questions are in doubt. Some of the more radical minds are hoping to put through some extreme measures which the situation as yet does not call for. They are asking, among other things, for federal licensing of real estate operators, and they hope to "stop inflation" by setting prices on finished houses. The real estate and home building industry does not need such bridling. It can work best without it, and has proved that it can in the past. Federal licenses for real estate men have never been necessary, and their consideration now can only be motivated by an unpatriotic zeal to push us — under the guise of war — toward statism. Price controls over finished houses are not necessary when the elements which go into the house are controlled, or when builders voluntarily curtail operations, avoid stock-piling, and otherwise voluntarily keep the public interest in mind. With very few exceptions men in our industry are not profiteers. To put on harness that will bog us down in red tape lacks justification now. It is to be hoped that the advice of the industry will be followed.

In the larger sense, all of us want to do the job that is to be done. We have specialized skills that help keep our economy going. We can build military housing, and war-worker housing. We can build for those families that can afford a new home, and for which there is no shortage of essential materials. We can appraise government properties, help locate and re-locate industries. We can help families, disrupted by the war effort, to find homes. People still live in houses, and the home front needs to do its share to support our men at arms.

In the selfish sense, the curtailment of building credit is a constructive measure for the industry, in addition to being a sound move to help halt a disastrous inflation. The Housing Act of 1950 had stimulated a giant boom, but it was getting too big. Cheap money was being poured into the market at a time of peak activity. It was piling boom on top of boom. Cheap money should be saved for comparatively inactive periods.

No one knows at this hour — except Joe Stalin — just how far the war effort must go. The patriotic thing for real estate men and home builders is to proceed at a conservative rate. Panic and hysteria, hoarding and profiteering can bring on the very measures which we say we do not need. Most enlightened men — and the JOURNAL has polled leaders from coast to coast — are using this period to get their houses, literally and figuratively, in order. They are putting their roots down deeper, continuing those efforts that seem in the public interest, and making themselves ready for what is to come. As of this moment, the talk in the field is that next year we will build possibly 700,000 to 750,000 houses. That would be a healthy pace, war scare or not. It is fervently hoped that the situation abroad and government industry co-operation at home will make this possible.

the editor



What Do Builders Say About Architects?

By RALPH H. CLEMENTS, Editor

SURVEY RESULTS

Average number of houses built per builder this year — 78

52% are building homes for sale only

39% are building for sale and also custom-built

9% are building custom-built only

56% engage an outside architect, usually on a fee per house

14% engage an outside draftsman

17% have an architect or draftsman in their own employ

4% use their own draftsman plus outside architect

9% make their own plans, or buy from lumber companies, or make other arrangements

47% pay architect's fees of less than \$50 per house

25% pay architect's fees of \$100 to \$700 per house

39% pay architect's fees ranging from \$50 to \$100 per house

A majority of builders sketch their own plans and utilize architects or draftsmen only to draw blueprints; some of those paying higher fees use architects for planning ideas and consultation.

Most common complaint against architects: Too idealistic, not practical enough, not conscious of costs, too high-priced.

WHAT services do architects now perform for operative builders, men who build projects of homes for sale? How much are they paid? Can they contribute more to the industry than they are doing? What do home builders think of architects?

Fully realizing that we are handling a hot potato, Journal editors last month sought to get answers to such questions. They asked 100 representative home builders to tell about their relationships with their architects, and what they thought could be done to improve those relationships. The answers to this survey may help crystallize your opinion and industry opinion. For a considerable time it has been hoped that a better understanding between architect and builder could be established. Now, with operative builders and low cost homes so strongly in the picture, may be a good time to take a new look at the picture.

At the outset it should be stated that architects are becoming more and more important to home builders. For several years following the war most any house design found a buyer. To some extent, that is still true today. But far-seeing builders realize that the time is coming soon, if it is not already here, when better, more attractive plans are needed if the industry is to keep home building activity at a high level for years.

As with automobiles, we need a better 1950 model than we had in 1940, or we will not keep buyers coming. Also, the definite trend toward contemporary styling opens up a greater opportunity for skilled designers; home builders no longer can rely on the old rule-of-thumb skill that formed Cape Cods and Regencies and American Farmhouse styles along a classic pattern.

The builders queried report they are constructing an average of 78 homes this year — as few as 10 and as many as 500 each. Fifty-two are building homes for sale only; 39 are building both for sale and cus-

tom-built for clients, and 9 are building for clients only. A study of their replies shows that there is no apparent difference between the comments on architect's services among those building only for sale and those building also or exclusively for clients.

Only 9% of these builders at present are not directly employing architects or draftsmen to design or blueprint their houses. Several of these are architects or draftsmen themselves, or they are buying plans from lumber suppliers, or they are building factory-prefabricated houses. A total of 56% report that they engage an outside architect, 14% engage an outside draftsman; 17% have an architect or draftsman in their own employ, 4% employ their own draftsmen and also use an outside architect.

Fees paid to architects are as varied as Cleopatra's moods. There is obviously no standard fee, nor for that matter is there a standard amount of work to be done. Reading between the lines of the answers, it is obvious that many a builder has made the best deal he can with the best architect he can. Most fees are paid on the basis of so much per house; few architects are hired on a retainer basis. The fee schedule runs the gamut from a low of \$15 per house to a high of \$700. Several are on a percentage basis, ranging from one-half of 1% of the selling price to 5%, and in the case of one builder, 6%. The average fee is \$93, but the median fee is considerably less. A total of 47% pay fees of less than \$50 per house; 25% pay more than \$100; and 39% pay in the range beginning at \$50 and ending at \$100. For example, 7 builders pay \$50, 7 pay \$75, 6 pay \$25, 4 pay \$100, 3 pay \$30, 4 pay \$200 to \$250, 2 pay \$700; the others are varied amounts.

What services do architects perform for these fees? Here are typical answers from men who pay in the \$25 to \$100 per house bracket:

"All we need is someone to draw plans after we decide what we should build. We are closer to the market and to construction than most architects."

"We sketch our own floor plans and elevations, then have our architect draw them to scale."

"He prepares plans from our sketches."

"We use our architect only for drafting — very seldom for practical suggestions."

"I work out the floor plan to detail and the architect re-draws blueprints and elevations."

"Plans only. We prepare specifications and details."

"Drafts our ideas."

"Gets out plans only."

"Helps us clear FHA and VA."

These replies are also somewhat typical of those builders who pay architect's fees of \$150 or more per house. Here are typical answers from this group of builders. You will notice that more is said about planning and consultation:

"Conforming with city codes and proper planning."

"We use him for planning and general scheme of layouts."

"For design, supervision and colors."

"Planning sketches and detailed drawings."

"Layouts and specifications are set by us."

"Draws plans only."

From all the answers it is obvious that architects do not play a heavy role in the selection and specification of products used by the builders. This is further borne out by a survey made by the Journal last fall among more than 5,000 builder-readers. When asked who makes the decisions on the selection of brands, 94.6% of the replies said this purchasing and selection was done by the owner or owner-builder himself.

"How do you think architects can contribute more to the building industry?" builders were asked. More than half of the builders had positive ideas on this subject. They can be divided into two camps: those who believe architects are not practical enough, and those who believe they charge too much — that they should make arrangements to market stock plans for builders at lower costs. (Editor's note: answerers who objected to high fees included those who pay as high as \$700 per house, and as low as \$35.)

Here are typical answers from builders who believe architects are not practical enough:

"Architects should become more familiar with the practical, as opposed to the idealistic side of home construction, even if it means they must spend some time working with tools as part of training."

"They could be more practical from a low-cost housing point of view. They could keep better contact with material and labor costs and with shortcuts and money-savers."

"We have found architects draw plans with too many unnecessary things that run costs up. They do not try, or don't seem to understand how to keep costs down. They draw plans for a \$7,000-\$8,000 house with expensive electric, heating, and plumbing layouts that should go only in a home two or three times as expensive."

"They should get out of the drafting room and into actual construction. Too many architects are nothing but draftsmen. They put lines down on paper because some other plan which they copied from had those particular lines on it. The cost of creating those lines into a finished building means little to most architects. The best architect I have known was a former brick-layer."

"They should be less lofty, and learn more about the rigid requirements of the small house."

"They should serve four years as a carpenter."

"They should learn more about mass production techniques and sales appeal."

"They need to do more actual building themselves. We find too many mistakes in their work."

"They could contribute more if they learned more of the actual problems found on the job, and by learning cost data."

"They should concentrate on practical, attractive appearance, and practical, livable plans. Too many architects design to meet their own taste and do not take into account such limiting factors as production methods and materials which affect design."

"Architects seem to look down on builders and are always ready to supervise an owner-builder job. In most cases, they over-plan the bank account of their clients."

"For the dreamer type of client, be honest enough to compare the dream plan with the individual's buying ability. Please don't sell plans to innocent people knowing that the house can't be built for anything like his budget."

"Architects are very necessary. But they can become a bit more practical."

Builders who object to the fees charged by architects suggested for the most part that good architects make more stock plans available to operative builders. One builder objected to the 5% fee on a custom-built house, by writing, "A builder works at least four to eight months on the construction of a home, depending on its size. I have one job which runs about \$70,000. I have been six months on the job and the architect was 11 days. He gets 5% of the cost; I get 10% — 11 days versus six months."

From this survey and these comments it must not be supposed that builders in general do not like architects in general. Remember, that out of 100 questionnaires, only 50 had either suggestions or complaints, and of the 50 that had an opinion, six builders voiced definite approval of the role now taken by architects. To close this study on a happy note, here are several of their comments:

"We have a very satisfactory arrangement with a

capable and reasonable architect — both of us are happy." (Outside architect employed at \$25 to \$35 per house on a project of 100 houses.)

"Our arrangement suits us fine, as we are able to get complete plans on larger jobs, and also the finishing of my plans on smaller ones." (Fee of \$20 to \$50 on a project of 20 houses.)

"As a rule architect's plans are complete. Guess work is out." (Fee of \$40 and up on four houses.)

What Are Architects Saying?

ARCHITECTS are just as anxious as home builders to unite in a common cause — the design and construction of attractive, saleable, efficient homes. They wish to work closely with home builders in an educational campaign among their members, in meetings at the local level. They recognize that the operative builder has problems peculiar to himself, and that require special study.

These were facts brought out at a recent joint meeting of representatives of the American Institute of Architects and the National Association of Home Builders.

To get the architects' viewpoint, the *JOURNAL* asked Kenneth E. Wischmeyer of St. Louis, chairman of the AIA committee, to express his views.

Mr. Wischmeyer says that members of his committee are being named on a broad regional basis and that NAHB representatives have agreed to appoint "opposite" members in the same cities or immediate areas to facilitate a regional discussion before a national meeting in Houston this Fall.

"There exists a definite need for cooperation," says Mr. Wischmeyer. "Both organizations are meeting on the common ground with the ultimate objective a quality product. This, in turn, is a community asset as well as being a mutually profitable operation for both builder and architect."

"Home building is a 'big business' and design for this market is 'product design.' The service rendered by the architect is a collaborative service and em-

braces more than single unit planning. Market analysis, land planning, structural and material design and analysis are also part and parcel of the service required of the architect.

"The architect recognizes the several types of home building operations from operative builders to custom contractors and both organizations realize the importance of joint relations with other elements of the construction industry. A very comprehensive educational program will be required for both organizations as well as for the public, government agencies, institutional investors.

"Our committees will not aim at establishing a national schedule of recommended fees, but rather will establish the principles of determining fees on a royalty, percentage, hourly or lump sum basis, allowing the interested parties to negotiate their own contracts. This will be done with information compiled from a national survey.

"The intent of both groups is sincere with a desire for real accomplishment in the home building field and a mutual respect for the combined abilities of both organizations with the ultimate objective a quality product to enhance our American communities."

NAHB's President Tom Coogan, one of the instigators of the program to develop better architect-builder relations, told *Journal* editors he believes the design of the average project home has changed much for the better in the last year, but that there is still room for improvement.

"Primarily, it is essential that the architect and builder act as collaborators on a project," Mr. Coogan says. "It is also expedient that the architect understand the builder's problems and the difficulties of construction. Above all, however, the builder must have a house that is generally acceptable by the public in his area.

"On the other hand, the builder must realize the architect has been trained and is skilled in the design of housing, and knows much more about the theoretical requirements than the average builder is willing to concede.

"After a basic mutual understanding has been reached, there should be no difficulty in working out a harmonious program, with the architect remaining in a consulting capacity as to street arrangements, location of houses on the lots, type of design, landscaping, and, if possible, a thorough study of a complete color scheme.

"I believe that the builder will be satisfied and, more than that, pleased at the results he achieves if he is successful in engaging the services of a good architect to work with him.



Architect Wischmeyer, claiming that design for the home building market is "product design," says both home builders and architects must have a respect for the abilities of each other with the ultimate objective a quality product to enhance cities

A look at the war's effect on housing

By **BOB FAWCETT**
Managing Editor

WHAT effect will the Korean War have on the real estate and home building industry? Piece by piece, the economical jig-saw puzzle is slowly taking shape. It is still too early to get the overall picture, but reports from around the country already indicate certain trends.

Home production will slow down gradually. Voluntary curtailments may cut August starts to about seventy-five percent of the June total of 142,000. More shortages of materials will crop up during the next few months to cause more stoppages the rest of the year, but guesses are that total volume for 1950 still will meet the 1949 production mark and that July to December starts will hit between 50% and 75% of the first six months' record.

Builders who planned large projects for the last half of the year are completing houses already started. The July spurt in housing starts was largely due to builders trying to get their houses in the framing stage before controls might be clamped on.

Preference for low-cost houses seems likely. The unions will demand it.

The government doesn't want home building to slow down too much . . . afraid of what a drastic cut would do to the economy. But government diversion of materials to military use will put a harness on production. Shortages in steel, aluminum, other metals haven't proved much of a problem yet, but builders in some areas report serious shortages of gypsum, cement, millwork, bricks.

Allocations, inventory controls, price and rationing controls are on the horizon, so builders are being warned not to stockpile or hoard. This would bring stricter controls at an earlier date. Congress seems to be ahead of the President on wanting to impose controls, so the lid may be clamped down soon.

NAHB's President Tom Coogan has advised builders to keep organizations intact and provide the housing needed so far as possible under the President's directives. He warned that a terrific unemployment impact might result otherwise.

Credit controls will put some brake to home buying by lower and middle income groups, particularly GI's. In recent months, more than fifty percent of the GI loans other than those for modernization and repair have been with no downpayment. The 5% downpayment ruling by the VA will curb some of the buying . . . how much, it is too early to predict.

Some industry leaders think credit tightening may be good for the housing business . . . that the boom was getting too big. They say "cheap money" should not be used in times of expansion, but saved for the downslide.

There are two main attempts to curb inflationary trends in the housing field . . . restrictions on credit at the source, limiting the amount of credit the individual home buyer can use.

Along with the 5% downpayment provision, VA values will not be pegged higher than July 1, 1950 costs. The 5% restriction does not apply to: dwelling units started before July 1, cases on which a certificate of reasonable value or master certificate was issued before that time, or when a "request for a de-

termination of reasonable value has been received at the VA office prior to July 1, 1950."

FHA will base appraisals on construction costs as of July 1 and cut the maximum amounts of mortgages 5% by increasing the necessary downpayment 5%. Maximum mortgage limit on single family houses is reduced from \$16,000 to \$14,000.

Fannie May will intensify sales of mortgages in its portfolios and keep mortgage purchases down to a minimum.

Policies will have to be worked out before effect of credit restrictions can be told, but HHFA has considerable latitude in applying restrictions, so if the tightening measures don't work, they will be more intensively applied, without further legislation needed.

Bob Gerholz, president of NAREB, told the Senate Banking and Currency Committee that the government already possesses, or will have under pending measures, adequate control over critical building materials and real estate credit. He said that unprecedented powers could be used to freeze the entire real estate economy and prove disastrous to the defense program. If the licensing system now being considered by Congress is imposed, he told Senators that no one could buy or sell a house without the approval of some federal official.

Modernization of income-producing properties will go ahead per schedule, with only scattered instances of property managers and owners delaying these plans because of the war. Managers on the whole believe that unless older properties are modernized now, their value will drop as a result of unsuitability to modern needs. Then, too, modernization is cheaper in dollars and materials than construction of new buildings. The big increase in housing facilities since the end of World War II and doubling-up of families in the event of an all-out war will make more rental units available than before.

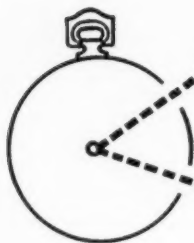
Real estate values are going up because of the war scare. Financially-able home prospects, with fresh memories of booming real estate values since 1941, are being stimulated by the war to buy now. In turn, home owners who had thoughts of selling are sitting tight.

The problem of getting listings, which had softened up during the past year, will become more and more acute. A few home prospects think the war will "blow over" and plan to wait for prices to come back down. But as it looks now, both old and new homes will have a "scarcity premium" put on the price tag when the full effect of the building slow-down and labor shortages start cropping up.

Indications are that labor unions will ask for big raises before the government imposes wage controls. News of this kind of action will stimulate more people to "get in and buy" and "hold on to what they have." Realtors will have to revitalize their listing techniques to keep in tune with the market.

Business properties are continuing to increase in price . . . a good index of what investors are thinking about the business future. Most increases are taking place in centralized areas . . . cities that will feel the full impact of war production.

By EDMUND MOTTERSHEAD



The First Two Minutes Can Make or Break Your Sale

AS ONE sales analyst has pointed out, "A customer who really wants a particular piece of property frequently wants it badly enough to ignore bad manners, but he doesn't have to make his purchase from you. Remember, real estate is a *"shoppers'"* item, not a *convenience* item. Customers don't buy them as they would a package of cigarettes. They "shop" for value, and the sales personality they meet is one of the important factors in helping them decide after they have made their comparisons.

The first two or three minutes in the customer's presence are the

Do you greet a prospect with a "headline" statement or a time-worn comment? Do you give those first few minutes sales punch or wait to get warmed up, hold back until he shows interest? While you're waiting, a potential buyer may decide you haven't anything to say or sell that's important to him. So pep up those first important minutes. Get on your prospect's side of the fence immediately. Identify every one of your selling efforts with his needs

moments when your professional sales ability and skill must be at its best. These are the moments when the customer decides whether you have anything to say he wants to hear, anything to show him he wants to bother to look at.

Both what you say and the way you say it are vitally important. It is fundamental that you cannot go on into your sales presentation and close a sale until you have first captured his attention, developed his interest in your deal, and

created a feeling of confidence in yourself.

Buyers spend considerable time and effort looking around to find just the place they want. The skilled salesman's opening words should make the customer feel that that long search is at an end. Break down his natural dislike for "being sold" by getting on his side of the fence immediately. Sales resistance goes up in direct proportion to the *obvious* amount of sales effort and sales *pressure* applied. Identify yourself and your property with his specific needs. Explore his needs from the start.

When you are first getting his attention, use a "headline" opening sentence. One writer speaks of three types of greetings, the service greeting, the social greeting, and the "merchandise" greeting, which are typified by "Is there something I can do for you today?"; "Hello," and a comment to the customer such as "I have a new building I know you'll be interested in."

Actually, all of these greetings fail to accomplish the major necessity of the sales greeting — win attention, develop interest, and establish confidence in the salesman. The clue to their weakness lies in the fact that they permit the customer or "looker" to brush them off with a simple "yes" or "no" answer. *Build a selling greeting which asks a question that cannot be answered by "yes" or "no".*

How? By planning to "size-up" your customer. Plan to find out from him as much as you can as fast as you can about his specific needs for a property. Form your own judgments of his character and temperament, but search for further information in your conversation with him. Discover, if possible, any reasons why he should make a purchase at the present time. Find out what he now has and for what reasons he wants to make a change. Uncover in advance possible objections and resistances so that you may pave the way for handling them when they arise.

How can you use an information-getting greeting to assist in your analysis of the customer? Ask questions which require a statement of fact or opinion or preference from the customer. Kipling's little verse is known to thousands as the key to intelligent questioning:

"I have six honest serving men:
They taught me all I know —
Their names are HOW and

WHAT and WHEN
And WHY and WHERE
and WHO."

Try a greeting which says: "What type of building are you looking for?" "How can I help you?" Follow up with questions which elicit more information such as: "When will you need this?" "Why did you select that type of place?"

The greeting which starts out by asking for definite information not only speeds up the process of exploring the customer's needs, it also gets his undivided attention to what you are saying. There is a great deal of difference between *casual attention* and *real buying interest*. This difference makes the difference between sales made and lost.

The greeting which starts out by asking for definite information also builds a sense of confidence in the salesman. The customer feels that at last he has met a salesman who is really interested in him, is eagerly trying to help him select the right property and really knows just how to solve his problem. With the information-seeking question as a greeting, you speed up the process of convincing him that you are on his side of the fence, helping him rather than "selling" him.

The thing to avoid during the first two or three minutes of the sale is centering attention on yourself or your company. He is in-

terested in only one thing — how you can *help him*. Talk first about the application of your property to his needs. Demonstrate by your friendly attitude that you are interested in giving him *service*. Demonstrate by your greeting that you know that service means *problem solving*.

What about the "sales personality?" What about setting the stage for the customer? You yourself are part of a dramatic presentation, part of the merchandising "package". When we consider that the primary purpose of a sales greeting is to create a pleasant and business-like situation in which we mutually work out a problem with the customer, we must also realize that our own appearance, our dress, manner, attitude, as well as the general appearance of our sales equipment have a direct bearing upon the response we get.

All of these details are part of good "stage setting" to prepare your customers to listen to the rest of your sales story.

Remember that you can make or break your sale in the first minute or two. The impression you make on your customer by your conduct, by your friendly questioning greeting, by your smile and appearance, will be such that you either lose him quickly, or you gain his undivided attention, his interest in the deal, and his confidence in you as a salesman.

FHA Single Family Home Mortgage Transactions for 1949

Mortgagor's effective monthly income		Percentage distribution	Mortgagor's monthly income	FHA valuation	AVERAGE				
					Ratio of FHA valuation to annual income	Mortgage principal	Mortgage as a percent of FHA valuation	Total monthly mortgage payment	Total monthly housing expense
New Homes									
\$	Less than \$150.00	0.05							
	150.00 to 199.99	1.4	\$ 181.66	\$ 6,436	3.0	\$ 5,567	86.5	\$41.54	\$ 56.86
	200.00 to 249.99	10.8	225.24	7,023	2.6	6,085	86.6	45.29	63.69
	250.00 to 299.99	23.2	270.03	7,779	2.4	6,696	86.1	51.04	71.06
	300.00 to 349.99	23.4	316.10	8,506	2.2	7,208	84.7	55.50	76.85
	350.00 to 399.99	13.5	366.72	9,096	2.1	7,637	84.0	59.14	81.22
	400.00 to 449.99	11.1	414.13	9,570	1.9	7,977	83.4	62.07	84.60
	450.00 to 499.99	4.5	466.03	9,988	1.8	8,247	82.6	64.84	87.40
	500.00 to 599.99	6.8	525.09	10,674	1.7	8,674	81.3	69.12	91.92
	600.00 to 799.99	3.7	655.22	12,114	1.5	9,694	80.0	78.00	102.20
	800.00 to 999.99	.8	847.89	13,508	1.3	10,601	78.5	85.94	111.64
	1,000.00 or more	.8	1,521.30	14,460	.9	11,185	77.4	98.43	127.47
	AVERAGE		357.09	8,781	2.0	7,385	84.1	57.15	78.37

More than a third of the new home buyers using FHA-insured financing last year were families with incomes of less than \$300 monthly, reports FHA Commissioner Franklin D. Richards. These families bought houses with an average FHA valuation of about \$7000 and the monthly mortgage payment runs about \$50 a month. Commissioner Richards points out that there has been an increasing use of the insured mortgage system by moderate and lower income families. Only one-fourth of the total number of FHA new home buyers in 1949 had monthly incomes of \$400 or more



Besides demonstrating modernization magic in their own attractive offices, the Eckel Company exhibits an unremodeled room to show a "before" view. Eckel salesmen are trained to help prospects visualize ways to modernize a property for sale

Do owners of the properties you manage or potential home buyers balk at the thought of modernization? Then make your own office a model of attractiveness. Leave one room unremodeled to form a "before" view. And offer a modernization service in one package at a firm price. Experience proves that this formula boosts sales

You Can DEMONSTRATE How to Modernize a Property

WHEN you show a prospect a property that needs modernization, do you have difficulty getting him to visualize what can be done?

Do you let him take a contractor to the place for an estimate on needed repairs or rehabilitation — and thus probably lose the sale?

Do the owners of that existing apartment or that rental home or office that you manage balk at modernization because it might be too costly?

M. J. Eckel of Reading, Pennsylvania, has a formula which helps.

First, he has made his own office a model of attractiveness, with numerous modern products installed as a perennial display. Second, he has left one room of the building unremodeled; this forms a "horrible example," a "before" view which he shows to prospects and clients who cannot visualize the magic that is worked by modernization.

The Eckel company finds this unremodeled space one of their best tools in selling. They show it to prospects who are interested in a home or other property that needs rehabilitation. They explain that their firm is prepared to provide a modernization service; they have built up a "business family" of tradesmen and suppliers who are willing to co-operate in giving an honest estimate of what work is to be done. And collectively these firms know best how to do a modernization job. The Eckel company makes all arrangements for a first class job at a price guaranteed to suit the prospect.

The Eckel company is convinced that men who sell and manage property must be counselors, as well as salesmen. Before they moved into their remodeled

office quarters, they found that many a sale was lost because they were not well acquainted themselves with the details of modernization. When they got a prospect interested in a property that needed repairs and improvements, they would suggest that he take a contractor to see the property and make an estimate. Nine times out of 10 the sale was lost through this procedure. The contractor was not interested in a small remodeling job; he magnified the amount of work that had to be done; and usually made an estimate so padded with margins of safety that it scared the prospect from the transaction.

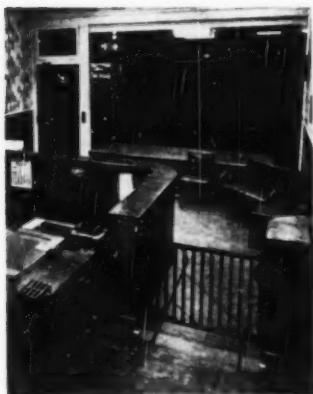
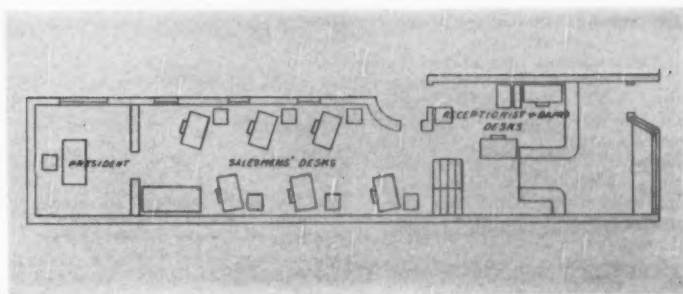
Mr. Eckel believes that if his firm is to be informed on property and how to improve it, his offices should reflect that fact. He remodeled a down-at-the-heel building into quarters that are inviting and modern. When visitors comment on the gracious atmosphere of his suite, he often shows them photographs of "before" and "after" so that they can see the possibilities in modernization. Often ideas develop that prove short cuts to many a sale.

Besides believing that real estate offices should reflect what's new in building, Mr. Eckel has the notion that there should be some place in a real estate establishment for an informal chat, over a cup of coffee. He transformed an ordinary cellar into a combination kitchenette, snackbar and lounge. Many an important transaction that might otherwise be interrupted at the lunch hour is concluded in this modest but comfortable little lounging room.

Eckel's offices follow a formula that has become accepted practice in the industry — placement of the sales department with a full view of the visitor's entrance.



Eckel believes that if his firm is to be informed on a property and how to improve it, his offices should reflect that fact. He took a "down-at-the-heels" building and remodeled it into an attractive headquarters. He transformed an ordinary cellar room into a snackbar and lounge above, for informal chats with clients. The entire office is arranged and equipped to give every client a friendly welcome



Double Wallboard on Display in . . .

"Avenue of American Homes"



AMONG the product features in the "Avenue of American Homes" at the Chicago Fair of 1950, which opened last month, is double thickness wallboard, sometimes called laminated wallboard, and called by the gypsum industry "gypsum double wallboard." It is the newest development in dry wall construction, and as such is getting a lot of attention from builders.

Gypsum double wallboard was introduced for testing among numerous key builders several years ago, and has proved so successful that the gypsum industry is planning to push it as a means to faster construction, economy and quality.

Two well-known Chicago builders, who have used it, were asked their opinions. Irvin A. Blietz, who installs single wallboard in homes selling from \$16,500 to \$30,000 and the double wallboard system in homes selling from \$35,000 to \$85,000, is enthusiastic. "I have yet to have a crack in the wall," he says, "gypsum wallboard gives a fine surface, straight and true to decorate." He estimates that dry wall saves him about 30 days production time, since he doesn't have to wait for the house to dry out; during the humid months of the summer he says it saves him 60 days waiting time.

C. A. Nixon, vice-president of the George A. Nixon Construction Company, realtor-builder in the western suburbs of Chicago, says, "We are very much satisfied. We never have to apologize for the gypsum double wallboard system.



Eight homes line "The Avenue of American Homes" at the Chicago Fair of 1950. They are: Joseph E. Merriam's Hometown Ranch House, the Portland Cement Association's Concrete Television House, the Structural Clay Products Institute's All Masonry Home, Better Homes and Garden's Five Star Home 2004, Living Magazine and Westinghouse Electrical Living Home, Parent's Magazine Expandible Home No. 8, Popular Home's Masterpiece House, and the Chicago Plastering Institute's Harmony House. Shown above is a closeup of the Parent's Magazine house, in which the gypsum double wallboard is a featured product. Below, living room in the Parent's house



It is not a substitute for plaster. It is actually precast gypsum, precision-made at the mill. Time is saved. We don't get wall cracks — in fact, it is almost impossible to get cracks since the second layer of wallboard is applied with a mastic that sets so solidly the finished job is a wall three quarters of an inch throughout." Nixon uses double wallboard in homes that sell from \$14,000 to \$18,000.

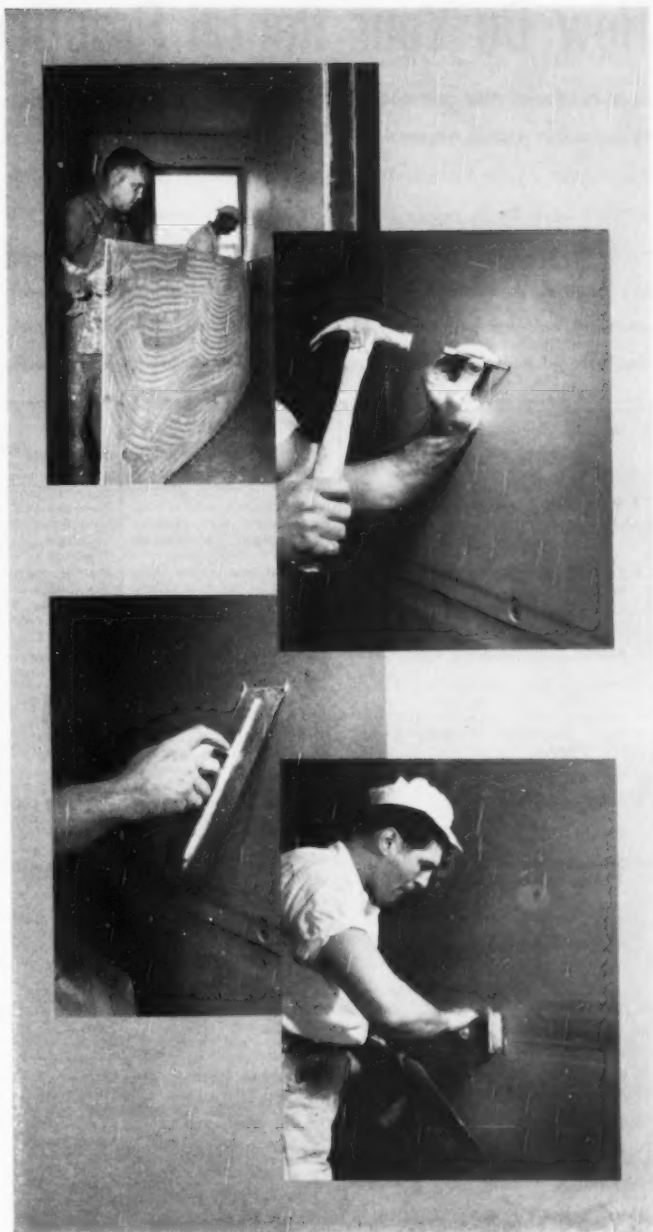
In the installation, the base layer of three-eighths inch gypsum wallboards is nailed vertically to the studs, and the face layer is applied horizontally. Joints, when finished, are actually stronger than the wall itself; they are sealed with reinforcing tape and a special cement, so that the finished result is a smooth "monolithic wall."

The gypsum industry points out that the double wallboard is more than twice as strong as a single wall, has more than twice the resistance to surface impacts, minimizes cracking, reduces sound transmission, increases fire protection, and permits immediate decoration and quick occupancy.

The three-eighths-inch-thick wallboard (one layer wallboard is half-inch thick) comes in four-foot widths in lengths of six to 12 feet. The edges are recessed to a depth of about one thirty-second of an inch and a width of one and $\frac{3}{8}$ inches, to provide room for smooth taping and cementing.

The application process is simple. The base layer is first nailed to the ceiling, parallel to the joists, and then to the sides of the room, parallel to the studs. The mastic, which is applied to the top layer, is mixed in a standard pail and stirred to a creamy consistency. It is then buttered on the back of the face layer with a notched trowel. It is nailed on "butter-side down," but the nails only serve to hold the two layers together until the cement sets. The cross-application of the face and base layers obviously give strength, and make for fewer joints. After the nails are countersunk, the joints are covered by cement, tape, and special adhesive to conceal them completely. It is then ready for any type of decoration.

The corner handling of the double wallboard system differs from the single layer in that the face layer is not nailed to the framing member. This "floating type" corner is cushioned and thus moves with any settling or lateral distortion of the building.



HEDRICH-BLESSING PHOTOS

Double wallboard panels are $\frac{3}{8}$ " thick. The base layer is nailed parallel to framing members. The face layer is first buttered with a mastic, and cross-applied as in the photograph. Nails are countersunk and spackled with special cement. Joints are taped

The new system is recommended for rooms with floor dimensions of less than 12 feet and wall heights less than 8 feet 6 inches,

but the industry has developed methods for economical installation in rooms exceeding either or both of those dimensions.

How Do Your Rental Practices Rate?

In spite of war, rent controls, and housing demand, the alert property manager knows he cannot sit back with a semi-monopoly on a previously scarce item — living space — and let tenants wait for service until he is ready to give it to them. Along with the big movement to physically modernize properties, managers recognize the need to modernize their tenant services — or wake up some morning with empty buildings. This article will give you a quick analysis of how you can strengthen tenant goodwill and profits

IN THESE days of increasingly intense competition, alert property managers recognize the need for intelligent service and attention to tenant "contact points."

As reported in the July issue of the *Journal*, decontrol of rents and competition from new construction is gradually bringing a balance between supply and demand of living space. This not only has stimulated history's biggest modernization movement on income-producing properties, but also has

	INADEQUATE	FAIR	GOOD
1. Newspaper Advertising & Publicity	Makes excessive and unsupported claims. Crowded. No "news" items. Unfavorable.	Stresses name and location. Honest copy but indifferent in sales appeals.	Contains live "news," legitimate claims, good layout, fast "selling" copy.
2. Circulars, Direct Mail Advertising if any.	Talks in generalities. Distributed by carriers. Cheap paper, printing. Poor to indifferent copy.	Specific copy, fair printing job. Distributed by mail to general list.	Artistic, good print job, good layout, fast "selling" copy mailed to hand-picked list.
3. Letters, Correspondence, Etc.	Sloppy typing, hazy spelling, uses hackneyed language.	Neat, accurate typing, correct but always stiffly formal.	Neat, correct, good language but always friendly, "personal."
4. Signs, Directories, Bulletin Boards, Etc. (Interior)	Dirty, dilapidated, incomplete information or none at all.	Fairly neat, give basic information, fairly complete.	Clean, attractive, easy to read, polite, give complete information.
5. Building Exterior	Needs paint, cleaning. Needs tuckpointing, repairs. Looks like a "dump."	Clean, in good general repair, not outstanding.	Distinctive, attractive. Suggests prosperity. Modern design, etc.
6. Sidewalks, Drives, Alleys	Littered with trash, broken, holes, icy in winter, too narrow.	Unencumbered, clean, in good repair, of proper width.	Ice-free in winter, well drained, good repair, fit into the landscape attractively.
7. Signs, Exterior, "Keep Off" Etc.	Dilapidated in keeping with the rest of the place's appearance.	Modern signs, neat, clean, attractive, polite.	Inconspicuous, neat, fit landscaping and appearance of building.
8. Parkways	Dirty, downtrodden wisps of grass, mud.	Covered with brick or concrete.	Good lawn with strip of concrete or stones along parking strip.
9. Steps, Gates, Entrances	Broken-down, littered with trash, etc.	Clean, good repair, free from trash.	Clean, attractive, well designed, etc.
10. Parking Areas	None provided.	Dirty, muddy vacant back lot space.	Lighted, gravelled, orderly parking lot.
11. Courts, Backyards, Areas Between Buildings	Dirty, trash-ridden, downtrodden looking.	Kept neat and free from rubbish.	Surfaced and clean for use by tenants.
12. Fences	Old, dilapidated, need paint and repairs.	Well repaired and freshly painted.	None. We use hedges and flowers instead.
13. Landscaping	Neglected, land shows lack of care or attention.	Have given it up as a bad job and put in concrete all around.	Maintain good lawn, trees, shrubs, flowers, etc., functional design.
14. Exterior Lighting	What lighting?	Light over main entrance.	Lights around all entrances, alleys, etc.
15. Interior Lighting	As little as possible.	Stairs, doorways, all exits lighted.	Good functional lighting to make the place attractive also.

caused a reawakening by property managers to aggressively merchandise tenant services, actively cultivate goodwill and customers for their properties.

The old business about the creaking wheel getting the grease applies here directly. The screeching wheel got the grease, not because it made a noise, but because that noise was a sign that the condition of the hub and axle at that point threatened the safety of the ox-cart. The point of contact between the hub and the axle was overheated.

Tenant "contact points", both inside and outside your properties,

have a similar need for lubrication — in this case lubrication with intelligent service and attention to their needs.

People rent space for various reasons. Pride, vanity, the desire for comfort and economy cause people to select much of the space they occupy either for living or business quarters. Sometimes the location satisfies their desire to imitate their friends or business associates. Sometimes it satisfies a basic functional need. There are many and diverse reasons why these people become tenants in the first place, but they will be of little avail at renewal time unless

each point of tenant contact brings about tenant satisfaction for them.

How do you rate on your tenant "contact points?" What are your "contact points?" Within as well as without your properties you have three main types of tenant contacts: your public relations and publicity, your physical equipment and service, and your personnel — including yourself.

The following chart will provide an analysis of how your office rates on tenant "contact points." Check off the answer which honestly describes your operation, then add up the points and find how you rate.

	INADEQUATE	FAIR	GOOD
16. Elevators, Stairs	Dirty, worn, not entirely safe, at least in appearance.	Safe, clean, not trash-littered. Wide or large enough, etc.	New or new looking, safe, spacious, easy to use.
17. Elevator Service	Slow, poorly-timed. Keeps tenants and visitors waiting.	Efficient, depends solely on efficiency of operator.	Most modern available. Automatic, fast.
18. Elevator Operators	Discourteous, little regard for tenants. "Poor drivers."	Do a good enough job. Take work seriously, but pay little attention to tenants' requests.	Uniformed, know most tenants by sight. Follow instructions. Take personal pride in building.
19. General Interior Condition	Lighting inadequate, ventilation bad, heat poor in winter, too hot in summer. Dirty.	No air conditioning, well heated. Moderate lighting. Clean. Generally orderly appearance.	Clean, bright colors in decorating scheme. Air conditioned. Good ventilation.
20. Rest Room or Similar Conveniences, Laundries, Etc.	None provided.	Clean, old fashioned, inadequate for traffic.	Ample for traffic, clean, modern and attractive.
21. Maintenance and Janitor Services	Provide only for bare minimum.	Provide "enough," the rest is up to the tenants.	Kept right up to the minute, decorating and everything.
22. Services and Repair Employees	Do their work with no regard for the tenants' convenience.	We try to schedule their work for nights and light "traffic" hours to avoid jams.	Scheduled to avoid jam-ups. Employees trained to keep contacts pleasant.
23. Clerical, Office, Collection Personnel	Insist on tenant toeing the mark to the point of frequent unpleasantness.	Trained not to give offense to tenants. Handle all detail matters promptly and courteously. The tenant is still a customer.	Prompt, pleasant, friendly service. All contacts made in courteous manner to build goodwill.
24. The Manager, Boss, or Owner	Too busy being a "boss" to have much time for close tenant relationship.	Spends more time with tenants than in watching the rest of the business operation.	Keeps a happy medium. Keeps close tenant contacts to keep good relations.

Give yourself 5 points for each GOOD, 3 points for each FAIR, and deduct 3 for each INADEQUATE. "Perfect" is 120 points.

Score of 60 points or less — hurry up and fix things before you have real trouble.

61-66 points — probably going along making some profit, but can stand improvement on several spots indicated.

67-76 points — looks like a very good operation from the standpoint of service on customer-tenant contacts around the building.

77-87 points — might be a good idea for other property managers to analyze your set-up for their own use.

88 points or over — sounds too good to be true.



Homes Our Readers Are Building

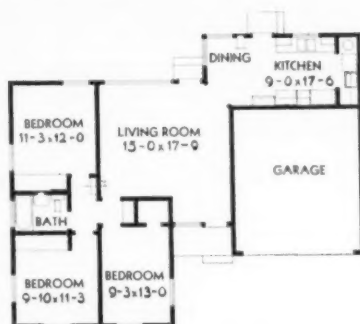
• IN CALIFORNIA

PROSPECTS are invited to observe the entire process of construction of the homes built by M. J. Brock and Sons of Los Angeles, California, in their Monterey subdivision. Keeping their sales staffs at a minimum and refraining from attempts to "pressure" the buyers, these builders let the house "sell itself."

Road signs, flags, radio and newspaper advertising call attention to demonstration houses used as part of the builder's selling campaign. Hostesses show prospects through the homes calling attention to outstanding features and equipment.

A typical Brock home is built on a 60x100 foot lot and is constructed of frame stucco with a one inch sub-floor, finished oak flooring, plastered walls and ceilings, aluminum casement windows, and solid sheeting roof with composition shingles. Within easy access to the subdivision are schools, markets, and transportation facilities.

These two and three bedroom homes, with two-car garage, range in price from \$8600 to \$10,900 and are equipped with Mission water heaters, Kohler plumbing fixtures, Hallmark bath accessories, Yale hardware, Columbia Mill screens, and Malarkey doors.



• IN ILLINOIS



CONCENTRATING their construction in fast-developing areas with easy access to schools, transportation, and shopping facilities, Finitzo Brothers, Chicago realtor-builders, are finding a ready market for their two-bedroom model pictured here.

Construction features that are stressed to home buyers are face-brick fronts, three coats of plastering, plastic tile walls in bathrooms, and oak flooring throughout.

A typical and currently popular model sells for \$13,500. The home is built on a 40x138-foot lot and has a floor area of over 600 square feet. Nationally known products installed in the home include: Mor-Son oil or gas burning furnace with a 30 gallon automatic hot water tank, Standard American plumbing fixtures, and Youngstown kitchen cabinets.



• IN NEW JERSEY

RECENTLY completed in the Saddle-Wood Hills development of Tandy and Allen, Inc., in Hillsdale, New Jersey, is the pictured "Saddle-Ranch" home. (For other information on Saddle-Wood Hills see JOURNAL for June and September, 1949.)

This seven-room, ranch-type dwelling contains three bedrooms, all with shoulder height windows for privacy and optimum cross-ventilation, and a "multi-purpose" room, convertible into a den, nursery, recreation room, or a fourth bedroom. Built on one-third of an acre, the home is priced at \$19,900 and contains 1900 square feet of floor area.

The foundations are of cinder block covered on the outside by two coats of waterproof cement. Added to this are two coats of asphalt waterproofing compound. Rising from the basement are two steel girders supporting the main floor.

Exteriors employ combinations of two-course cedar shingling, vertical cedar boards in natural grain finish, and brick veneer. 25 materials and structural combinations are available. Interior walls have three coats of plaster except for the main wall in the living room, which comes in pickled oak finish and the end wall of the multi-purpose room, which is paneled with knotty pine in natural grain finish.

An unusual feature is a two-way fireplace of Roman faced brick with flagstone hearth, serving both the living and dining rooms. In the wall separating the dining room and kitchen is a pass-through server.

Nationally known products used in the "Saddle-Ranch" home include: Libbey-Owens-Ford glass, U.S. Plywood, Revere Copper, American Standard bath fixtures, General Electric, Armstrong linoleum, Ryerson Steel, Capitol Kitchen cabinets, ABC aluminum, Weatherbest shingles, and Pratt and Lambert paint.

• IN CALIFORNIA

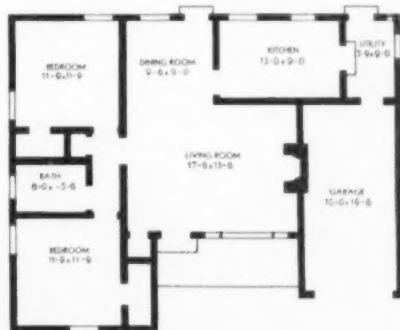
BY varying the use of exterior finish designs such as old brick, redwood rustic, stucco, and shake—over a basic construction of frame stucco—builder P. C. Scampini of Sacramento, California, is constructing many successful and salable homes in that area. Widespread public acceptance of the picturesque five-room homes has enabled MacBride Realty Company, sales representatives for Mr. Scampini, to make many sales before more than the foundation and frame have been completed.

The price for the various types of homes range



from \$9150 to \$9450 and included in the purchase price are such improvements as curbs, sidewalks, public sewers, gutters, and water. The homes cover an area of approximately 900 square feet and the average lot size of a typical home is 50x100 feet.

Added sales features helping in the rapid merchandising of these homes are attached garages, fireplaces, service porches, panel-ray heating systems. Featured products included in the home: Celotex insulation, U.S. Gypsum Sheetrock, Crane plumbing, Coleman Dual-Wall gas furnace, and Armstrong linoleum.



How Do You RATE... With Prospects?



By J. C. FENERTY



Whether or not you sell a prospect, he can mean more or less sales to you in the days ahead, depending on his impressions of you as a salesman. Make every effort to find a home to suit his needs and serve all of his interests. You'll find he'll be your best booster

WHAT do your prospects think of you as a real estate salesman? Are you the type they enthusiastically tell their friends about? If not, why not? After all, being a real estate salesman is your career; the people in the world who want houses decide whether you eat bread and butter, or cake and jam. Therefore, it is important for you to know what your prospects think of you.

Here are several types of salesmen. How do your prospects classify you?

Gushy Salesman:

As soon as a prospect sets foot in your office, do you greet him with a large, fatuous smile, designed to warm his cold heart at first glance. People can see through that surface heartiness right away. They resent artificial good humor. You must have a genuine liking for people.

High Pressure Salesman:

Usually his blood pressure is around 240 and he tries to work his prospect into nervous exhaustion. He is the over-eager beaver, trying to talk a prospect into buying a home by fast "don't give 'em a chance to think or say 'no'" patter.

This is the type of salesman that does not consider the wants or needs of his prospective buyers, but doubletalks his people into buying a home with which they will not be satisfied. If his prospect does buy a house, they will never be satisfied with it and never, in a

month of Sundays, will they recommend this salesman to their friends. Yes, they will talk, not of him, but about him, and with venom. If his prospects have enough sales resistance to break away, lucky people, they will warn their friends to beware of this "fast-talking Charlie."

Bored Tired Salesman:

This poor fellow, always so tired, does his sleeping through the day. Yes, he has a house. Yes, it has three bedrooms and a bath, and a dining room, living room, and kitchen. Yes, it's moderately priced. You want to see it? Okay, he can take his prospects through it. It is such an effort, though. "You folks are really interrupting my day dreams."

This salesman has no imagination, no initiative, no real desire to find the right home for the right person. If his prospects do buy a house, he goes right back to sleep after he has taken his deposit. No follow-up for him to be sure the deal goes through without too much red tape for his purchasers. He doesn't care if his buyers ever get in their new home. It's too much trouble for him.

Cynical Salesman:

This type has seen all kinds of people. At first glance, he can "case" them. Most of the time he is wrong. He forgets that a person "just looking" can many times, by his good salesmanship, be turned into a home buyer. Just because he, the salesman, has been

through the homes he is selling many, many times, he forgets that to his prospects, the home he is showing might be exactly what they are looking for and, by his lackadaisical attitude, loses many a good purchaser.

The "Clam" Salesman:

This type of salesman may know his product, which is one of the main requirements for any good salesman, but you would think it was top secret to hear him talk. Silent as a ghost, he shadows his prospects through a property. He feels he doesn't want to talk anyone into buying anything they may not want. He is right in this, but the prospect, seeing a prospective home for the first time, would like to know as much as the salesman can tell him about it. If this strong, silent, Dick Tracy type of salesman would only say truthfully to a prospect: "This would be ideal for you and your family, Mr. Doe. It is built of such and such construction, is so many years old, you won't have much trouble with the roof, it is thus and so. It has a heating system of such and such that is one of the finest of its kind. The former owner tells me that it cost approximately so much for heating. The fourth room, though small, would be fine for your little girl. The neighbors are folks you would be happy to know and to have your children associate with. The church, school, and shopping district are so many blocks away."

The "Home Finder" Salesman:

This is the fellow whom all prospective home buyers love to meet. He greets them with dignity. He makes them feel that he is genuinely interested in their real estate problem, that he considers them to be intelligent people. He never talks down to them. Most folks do not buy a home often, and they are unfamiliar with real estate jargon. Our "Home Finder" realizes this fact, and explains the Agreement of Sale, the mortgage requirements, settlement costs in terms a layman can understand.

He tries to find out exactly what their needs are and how much they can afford. He doesn't "yes" them to death. He disagrees with them in a nice way if he feels they have a wrong idea that may hurt them in the deal. Selling is his business, of course, but the word of one satisfied customer will, at some not so distant date, bring him five more prospects.



Burgess Stresses Brands in "Tailor-Made" Homes

A MODEL home in itself can draw large crowds. But it takes a carefully planned merchandising program and a home that features top-quality materials to turn "lookers" into actual buyers.

Being both a builder and a realtor, Harry R. Burgess, president of Hampton Realty Corporation in Elmira, New York, recognizes and stresses the value of both. He realizes that construction and selling go hand in hand . . . that every detail of construction and every material used can be turned into an effective selling tool.

Proof of this is how Burgess engineers the showing of his demonstration houses. At his most recent showing, 8000 people, attracted by newspaper and radio advertising, visited the house in one week. Hundreds returned for appointments and many led to sales.

This home was completely furnished and landscaped. Five salesmen were stationed in the home to point out construction features and call attention to nationally-known products used. Placards carrying product names reemphasized quality construction and were placed strategically around the house with ribbons running to the product mentioned.

Visitors were not hurried through the house, but were allowed a leisurely inspection. Only a limited number of people were allowed in the house at one time to avoid crowding.

Burgess uses only nationally-advertised products in his houses, believing that they eliminate sales costs. He says, "Nationally-advertised materials are easily recognized by the purchaser. The public demands the products known to them."

Success of this merchandising plan is shown by the fact that Burgess completes one home a week in his two subdivisions and is sold out three to four months ahead of delivery. In one of these subdivisions, the homes are 24x34 feet with two bedrooms selling between \$10,000 and \$12,000, including lots,

walks, grading, and all services. Homes in the other subdivision are 24x30 and sell for \$8,000 because of lower land cost and smaller lots.

Burgess does not confine his building to any one floor plan. Instead, he offers several types of houses and adjusts the room planning to suit the customer's needs. His model home is used to demonstrate the quality of the labor and materials rather than to sell any particular type of home. "We find it better to 'tailor make' a home to suit the purchaser than to sell a stock item," Burgess says.

An example of Burgess' feeling about the value of nationally-advertised materials is this comment: "As builders, we are interested in overall costs, ease of installation, and top quality in keeping with the high standards which we always have maintained in our building plans. As realtors, we are also interested in these things, but more, we are interested in the comfort and well-being of our clients and in offering them a home of distinctive beauty and charm, containing all of the latest modern improvements, and as free from future maintenance costs and upkeep as possible."

Because he has found that prospects show the most interest in windows of the home, along with the kitchen, bathroom, and basement, one of the featured products in a Burgess home are Fleetlite aluminum windows, which he says have delighted clients. Other featured products include: Thermopane picture windows, Youngstown kitchen cabinets, American Standard plumbing fixtures, Congoleum-Nairn linoleum, Coleman blend-air heating, Fasco ventilators, Reardon and moleta paint, Spacemaker wardrobe doors, Morgan flush panel doors, Kwikset hardware, Gibson range and refrigerator, Dishmaster by Gerity-Michigan Corporation, Certainteed asphalt shingles, Plyscord sheathing for subfloor and roof, National Gypsum sheathing, wallboard, insulation.

By GEORGE F. ANDERSON

I'll tell you what I'll agree to do, Mrs. Schneider. I'll dedicate the sixty-two feet west of this lot for a street. Then you'll get a corner lot."

"Well, that's just honey, Mr. Sulzer. Then I'll take the lot."

On the way home Mrs. Schneider said to her chum, Mrs. Boobatch, "You don't need a lawyer when you do business with a nice man like Mr. Sulzer."

But do you know what Mr. Sulzer did after the deal was closed? He laid down and died. When Mrs. Schneider asked his heirs to dedicate the street, they told her to go jump into the lake. She didn't do it. Instead she jumped into the Parol Evidence Rule by filing the suit of *Schneider vs Sulzer*, 212 Ill. 87.

I want to say something that I don't want the public to read in case they get hold of this and so I shall put in parenthesis (Some lawyers are a little too confiding and complacent about contemporaneous agreements. A lawyer cannot afford to take anybody's word for anything. Put it in the agreement.)

The court said: "It is well settled that a written contract, unambiguous in its terms, cannot be varied, contradicted or modified by parol evidence of anything that occurred at or prior to the time that that such written contract was executed. (11 Am. & Eng. Ency. of Law, Second Edition, p. 548.)

"In *Telluride Power Co. vs. Crane Co.*, 208 Ill. 218, we said (p. 226): 'The rule is that when the writings show, upon inspection, a complete legal obligation, without any uncertainty or ambiguity as to the object and extent of the engagement, it is conclusively presumed that the whole agreement of the parties was included in the writing.

"A written contract, if unambiguous in its terms, cannot be varied, contradicted or modified by parol evidence of conversations relating to the subject matter of the contract, which occurred between the contracting parties before the execution of the contract.' (Town of Kane vs. Farrelly, 192 Ill. 521). Nor can a sealed executory contract be altered, changed or modified by parol agreement (*Alschuler vs. Schiff*, 164 Ill. 298).

"The written contract executed between plaintiff in error and Frederick Sulzer on December 7, 1891, is presumed to have em-

THE LAW SAYS!



Parol evidence cannot contradict or modify an unambiguous legal contract. If a seller of property makes a verbal agreement, but dies before it's fulfilled, the buyer has no recourse at law. Avoid drawing up conflicting agreements in any real estate transactions. Two contradictory instruments do not constitute one contract. If there are any side agreements attached to acceptance of a listing, make sure they do not in any manner violate the law's implication

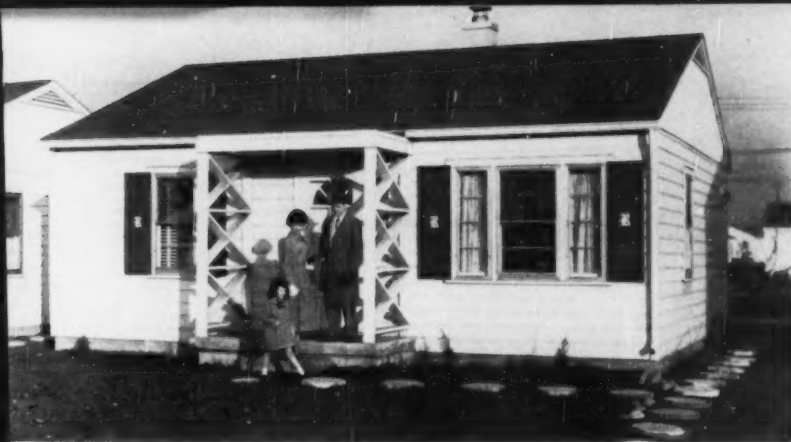
bodied the whole of their agreement, and all previous verbal arrangements, if any there were, were merged into such written contract."

THE owner of a building called upon a broker to list the building for sale. The broker urged the owner to give him an exclusive. The owner said, "Tell you what I'll do. I'll give you an exclusive if you give me a letter that there will be no commission unless the building is sold and the purchase price paid." It was so agreed, the owner signing an exclusive and the broker signing a letter.

The broker got a contract signed by both parties, but when it came to a show-down the buyer couldn't raise the money to go through with the deal. The owner got pretty nasty, and the broker didn't turn the other cheek, but sued the owner for commission when the owner

offered as evidence the letter he had received from the broker. The owner got the surprise of his life. The judge refused to admit it, and I think the judge was right. It is true that two instruments entered into at the same time may be considered one contract, but this is not true if they contradict each other. The exclusive did not say in so many words that the broker was to receive a commission if he procured a buyer who was ready, willing and able to buy, but this is an implication of law, and a letter to the effect that the broker was not to receive a commission upon procuring a buyer, but only if the deal was consummated, contradicted this implication of law.

The agreement should have been included in the exclusive, but hindsight is better than foresight, as the fellow said who got both views of a woman walking down the aisle of a theater.



Builders Sell Prefabs at Four-per-Hour Clip

On opening day, people trampled shrubbery to look in the windows of the model home, then snowed the builders under with orders even before going inside. In less than 36 hours, 152 homes were sold by the sponsors of Brookville Village, Indianapolis. Late-comers insisted on being put on the waiting list for additional homes. And, all this after a minimum advertising budget. These builders are sold on prefabs . . . they've begun a larger project. Here's why

CONVENTIONALLY - built houses are selling fast, and so are factory-built prefabs.

A recent example is the Brookville Village project in Indianapolis, where 152 homes were sold in one and one-half days.

Hundreds of people arrived before the official opening, and 43 of them bought before they even had a chance to see the interior.

"We were swamped on opening day," reports Mrs. Louis Markun, who, with her husband, acted as builder, "by people ready to make a down payment. By noon next day we were sold out. Nothing like it, as far as I know, had ever happened in Indianapolis before."

Factory prefabs are less and less being considered competition by builders and local supply houses simply because they use so many local products and services. In the Brookville Village project, local labor did the excavating, erection and trim, tin work, insulation, plumbing and electrical in-

stallations, wallboard application, floor finishing and interior decorating. Local materials used were foundation materials, plumbing and electrical fixtures, roofing, wallboard, kitchen sinks and cabinets, oil furnaces and oil drums, gutters and downspouts, asphalt tile, hardwood flooring, insulation, paint and wallpaper.

The Markuns like prefabs because they are finding public acceptance is high. Currently under construction is the 225-home Maple Road . . . all three bedroom homes.

They explain their enthusiasm for prefabs this way: "Today, there aren't enough inexpensive three-bedroom houses. Young couples are having larger families and they need more space at a lower cost than the ordinary conventional house provides. Not only that, they combine spaciousness with personalizing features not usually found in the average, low-cost, conventional house.



"We have discovered that it is the woman who selects the home, since she is the one who creates the market for it: Men figure that if their wives are happy with the selection, they will be. That's the reason the home must appeal to the woman."

In all a total of 172 lots were planted in Brookville Village. Houses were built on 152 lots and the remainder, fronting on Brookville Road, were reserved for business locations.

Total livable floor area is 702 square feet. Overall dimensions of the home are 24½ x 28½ feet. Homes on larger corner lots sold for \$6,500 while others sold for \$6,400. Private lending institutions financed the project and 12 cases went directly to FNMA.



Ideas to Help in Home Planning, Modernization

REAL estate property managers planning modernization of homes and apartments, and operative builders will find a wealth of ideas for adding saleability to new and old properties in two new books published by the Better Homes Bureau, Westinghouse Electric Corporation.

One of the books, "Sales Features for Electrical Living Homes," offers a number of valuable ideas especially for planning attractive, work-saving kitchens. The book discusses kitchen layout, arrangement of three work centers for cleaning foods, cooking and serving, and preparation; spacing and dimensions of cabinets and appliances. The 32-page book is illustrated with diagrams and photographs of kitchens, laundries, bathrooms, and planned lighting. All are discussed from the standpoint of sales features. A special section is devoted to adequate wiring, giving a check-list of the electrical requirements for the average home.

The second book, "Design Details for Electrical Living," has 23 pages of interesting suggestions about kitchen and laundry planning, and particularly about the construction of coves, cornices, valances, cabinets, ceilings to achieve unusual lighting effects.



The books may be obtained free of charge by writing to: Better Homes Bureau, Westinghouse Electric Corporation, Box 868, Dept. NREJ-8, Pittsburgh 30, Pennsylvania.

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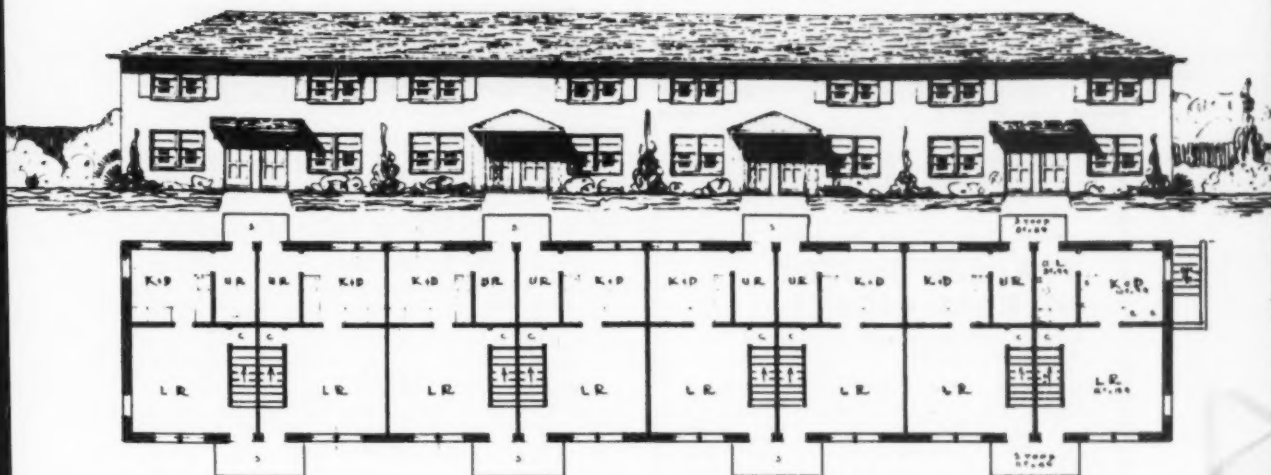
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Military Housing Offers Opportunities for Builders

IN the face of new restrictions on credit buying the slowing down of the home building pace, opportunities for private construction on military reservations will bear investigation by builders.

Under provisions of the Wherry Bill, an example of the type of building that is being done is the project underway by the Ft. Riley Apartments, Inc., a subsidiary of Builders, Inc., of Wichita, Kansas.

Started last month, and scheduled to be completed in nine months, is a \$3½ million rental housing project for officers and non-commissioned officers and their families, stationed at Ft.

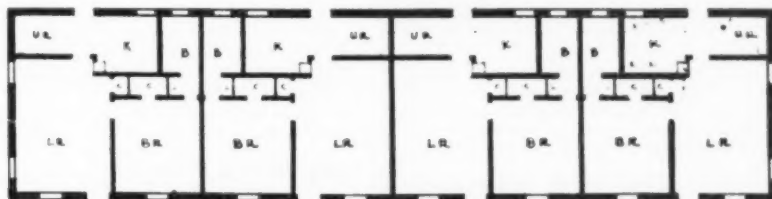
Riley, Kansas. The one and two story buildings being constructed will contain 400 rental units.

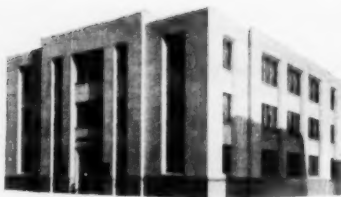
Five different plans are being used for these apartment dwellings. Built at a cost ranging from \$21,000 to \$24,000, two of the plans are for one-story, four-family units and will have floor areas of 2500 square feet to 2770 square feet. The other three plans call for two-story, eight-family units and vary in cost per building from \$51,000 to \$57,000. The floor area of these buildings ranges from 3700 square feet to 4150 square feet.

All buildings will be veneered

with red-mingled, mat-faced Lusco brick. Oak flooring will be used throughout and interior walls will be finished with U.S.G., National Gypsum, and Celotex wall board. Each unit will be heated with Fraser-Johnston forced-air furnaces and will be equipped with venetian blinds, Premier gas ranges, Hotpoint and General Electric refrigerators.

Other nationally known products used in construction and outfitting include Forman-Ford paints, Harvey window units, Schlage and Corbin hardware, Kohler plumbing fixtures, and Hall-Mack bathroom accessories.





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The manufacturer of the off-site panelized structural units for this remarkable, quality dwelling, desires realtor-representation in the Central and Lake State areas. A new, modern method of home merchandising offers a top-notch sales organization an unusual opportunity for double commissions on each sale.

The "Four-Level" is designed to meet the space requirements of the average American family. It contains THREE large bedrooms, full dining room, breakfast bar, and many other sales-attracting features. It is currently being sold in the Detroit market in the ten to eleven thousand dollar range.

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Product Progress

Remote Control Wiring Systems

A recent development by the General Electric Company is a remote control, low-voltage wiring system. Power is supplied by a transformer only slightly larger than the standard bell-ringing transformer.

Using this system, a building owner can switch on lights, outlets, or small appliances from various points within the building. A small relay mounted in the outlet box is controlled by the desired number of small switches or by a master selector switch that will handle as many as nine different circuits.

Home use permits master control for bedroom, garage and front or back door circuits. With a second master switch, control of normal lighting in living rooms, halls, dining rooms and kitchens is possible.

Residential Air Conditioners

A unit designed for complete home air conditioning is being manufactured by the York Corporation of York, Pennsylvania. Both air- and water-cooled models are being marketed and may be installed in conjunction with any forced warm air heating system, as an independent central system, or in a series of individually-located remote units.

The entire cooling circuit is hermetically sealed at the factory to eliminate servicing problems. In areas with soft water supply, the water-cooled models may be regulated to re-circulate and re-use water with practically no consumption.

Self-Adjusting Rolling Door

Self-adjusting spring tension built in the top rollers of a steel sliding door will allow builders to use all space between ceiling and floor.

Standard-Keil Hardware Company, of New York, claims this new principle reduces construction expense and will eliminate fitting time. Doors may be removed, reversed, or replaced in seconds.

All wheels run smoothly on ball-bearings so that finger-tip pressure moves even the heaviest door.

Elastic Coating for Masonry

With a minimum of special equipment, an elastic coating called Tremco 101 Mastic can be sprayed on masonry and is said to prevent spalling, cracking, crazing, and general disintegration of masonry.

Produced by the Tremco Manufacturing Company of Cleveland, Ohio, this mastic is available in several colors and can be used on industrial, commercial, or residential buildings. Tremco 101 remains pliable and resilient and absorbs the normal amount of expansion and contraction of buildings.

Damp-proofing Mastics

Philip Carey Manufacturing Company of Cincinnati, is now producing two mastics specifically designed to reduce the penetration of moisture and underground seepage through foundations and walls.

Carey Mastic, a heavily fibrated asphalt compound, is used in damp-proofing walls below grade and may be applied with a plasterer's trowel or sprayed with Alemite type equipment.

Carey Semi-Mastic, a semi-fibrated asphalt com-

pound, offers resistance to the penetration of dampness through porous masonry foundations and walls.

Asphalt Tile Floor Maintenance

A new folder containing complete instructions on the proper care of floors is being released by the Asphalt Tile Institute, 101 Park Avenue, New York 17.

The folder gives simple rules for cleaning and waxing and also describes the recommended types of casters, glides, and other floor protection equipment to be used on furniture to prevent marring or indenting the surface of asphalt tile and other resilient floors. Single copies can be obtained without charge.

Room Air Conditioner

A new streamlined "plug-in" air conditioner is now being marketed by Frigidaire of Dayton, Ohio. Designed for use in either home or office, the cabinet projects only 13 inches into the room.

With a cooling capacity equivalent to one-half ton of melting ice per day, the unit is powered by a one-half horsepower sealed rotary compressor.

Individually adjustable louvers direct air up or down and steel vanes control flow of air right or left. The manufacturers say 220 cubic feet of air per minute can be circulated in a room and fresh outside air introduced at the rate of 40 cubic feet per minute.

Rapid Heating Electric Range Surface Unit

Westinghouse has a surface unit that will light a match four times faster than ordinary range surface units. Called the Super Corox, the unit receives an initial surge of current that heats it red hot in 30 seconds.

The model featuring the Super Corox unit also has a color band indicating heat positions . . . crimson for high, orange for medium-high, yellow for medium, green for low, and blue for simmer.

Unusual Hot Water Heating System

Recently in Detroit, Copperheat Industries, Inc., introduced a hot water heating system for homes and apartments with an unusual feature.

A circulating pump is attached to the gas- or oil-fired boiler. When the thermostat is turned up, hot water is pushed at 10 feet per second through a 3/4-inch copper tubing.

New type radiators in each room, called Wallrads have individual blowers with thermostatic and manual control. Heat is blown across the floors faster from a cold start than from any other system, according to the manufacturer.

Gun-Type Saw

A versatile, reciprocal, gun-type saw has lately been introduced to builders by National Machine Tool & Supply Company, Minneapolis.

Driven by an electric drill, or an air drill or a flexible shaft, this Transa gun-type saw will easily go through plaster, wire lath, nails, wood, cuttable cement, wallboard.

The stroke is adjustable up to two inches. Guides eliminate whipping or snapping of the blade, and they also can be used as sights to help follow a line for precision work.



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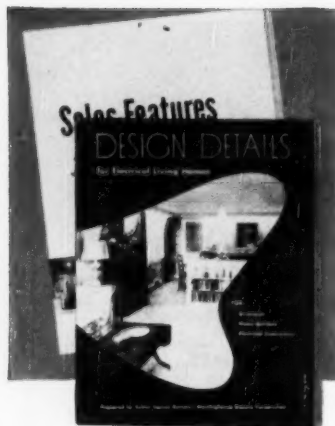
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Among Ourselves

Fear of government controls is causing builders to voluntarily avoid excess buying, hoarding, price profiteering. A pulse-taking over the nation seems to bring out this fact: the rank and file of the building industry would welcome price controls on items which go into a house, but they fear price controls over the finished house just about as much as they fear red-tape and non-delivery of materials in case of material allocations.

Many builders and realtors report rush buying by panic-stricken home seekers. In Philadelphia, police had to hold customers in line while 50 \$9,000 homes were sold in five hours. A Detroit realtor says his sales and inquiries doubled the last part of July. A spokesman for a Chicago mortgage firm reports that his firm had written 5% to 10% more mortgages since the outbreak of hostilities in Korea. Some claim, however, that prospects are going along on a "wait-and-see" basis. But one industry leader says he thinks builders will be less inclined to sell very far ahead because of the conflict.

Monotonous appearance in many new subdivisions is causing a disturbance among industry leaders. Realizing houses that look like they had been spewed forth from the same mold give a black name to the industry, NAHB is pushing action on its architect-builder relations program. Along the same line, NAHB is readying a \$35,000 jackpot in prizes for a giant architectural contest. The objective: the best small house design of 1000 square feet and three bedrooms, low cost, easily built, with market acceptability in the architect's home town.

An Atlanta building firm has come up with a novel idea — a house that talks. Built by Robert S. Calhoun, it was opened August 6 in Haas & Dodd's La Vista subdivision. Special wiring circuits allow visitors to ask questions, with answers supplied from unseen lecturers over the home's specially-devised sound system.

New Jersians are spending more for entertainment than shelter, says George W. Seiler, Jr., president of the New Jersey Association of Real Estate Boards. Seiler found in his analysis of family spending that only 9½% of all money spent by the people of New Jersey in 1949 went for shelter. Formerly 25% of income went for housing. And he says that less money was spent last year for rent and charges incidental to home ownership than was spent on alcohol, tobacco, and amusements.

News Nibblings: The average wage received by workers employed by builders on both public and private projects is at the \$70 weekly mark, reports a government agency. This averages about \$2 per hour with the work week at about thirty-five hours... Public housing suffered an overwhelming 2 to 1 defeat recently in Houston. Flint, Michigan, has a vote coming up whether September 12 or November 7, depending on a legal interpretation... President Truman is reported to be giving thought to clamping on rent controls once again in decontrolled areas... Conventional loans, with no help from Uncle Sam, still play a major part in financing realty sales and construction. The proportion of mortgage activity for 1-4 family units attributable to government programs (VA and FHA) for the first five months of 1950 was about thirty-four percent. Conventional mortgages filled in the vast gap.

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